

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



SPECIALIST IN SPOTS

...y contagious! Yes, it's getting around—as one national advertiser
...another about his spot TV success-stories on these fine stations.

Albuquerque	KARK-TV	Little Rock	KPTV	Portland, Ore.
Atlanta	KCOP	Los Angeles	WJAR-TV	Providence
Bakersfield	WPST-TV	Miami	WTVD	Raleigh-Durham
Baltimore	WISN-TV	Milwaukee	WROC-TV	Rochester
Buffalo	KSTP-TV	Minneapolis-St. Paul	KCRA-TV	Sacramento
Chicago	WSM-TV	Nashville	WOAI-TV	San Antonio
Dallas	WNEW-TV	New York	KFMB-TV	San Diego
Flint-Bay City	WTAR-TV	Norfolk	WNEP-TV	Scranton-Wilkes Barre
Houston	KWTV	Oklahoma City	KREM-TV	Spokane
	KMTV	Omaha		

Television Division

Edward Petry & Co., Inc.

The Original Station
Representative

ANTI-FREEZE BATTLE SPURS PEAK AIR \$\$

New type anti-freeze brands trigger heavy radio/tv budgets in battle among giants

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What FCC shows about spot tv's big-market take

Page 32

Network radio is right down AMF's alley

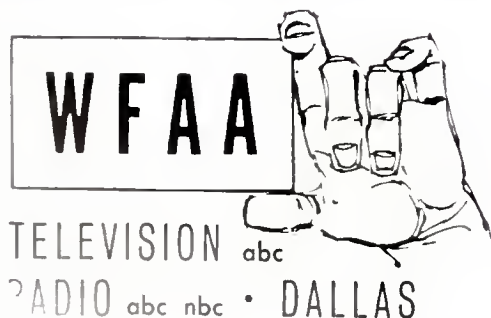
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'Don't call us—we'll call you'

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DIGEST ON PAGE 4

THE QUALITY TOUCH



Member of the Dallas-Fort Worth Market

ANCHORS OF THE DALLAS MORNING NEWS

Precision metals and precious jewels. But it also takes that "quality touch" of a master watchmaker to create such a perfect blending of balance and motion.

Similarly, it takes far more than facilities to achieve that quality atmosphere so vital to good broadcasting and telecasting practices.

Represented by

Edward

Petry &

Co., Inc.

The Original Station Representative



MURPHY

Where's Murphy?

Murphy, Missouri is a charming hamlet 11½ miles Southwest of the St. Louis City Limits.

Shaun Murphy, our National Sales Manager was among the missing when this picture was made (vacationing in Ireland). But Shaun, his bow tie, and his KTVI rate card are back on the job now, and will be seeing you soon!

Represented
nationally by



KTVI 2

CHANNEL 2 
ST. LOUIS

NASHVILLE'S WSIX-TV

Now offers
"Live" as Life
Quality...with NEWEST
VIDEOTAPE*



**the fastest way to sell
the Central South**

Simplified, economical production . . . the quickest way to get your sales message across. In Tennessee WSIX TV offers you the latest model VIDEOTAPE* television — improved circuitry insures brilliant reproduction. Complete facilities for both recording and playback . . . or send us any tape that's been recorded on an Ampex VR-1000 for immediate scheduling.



* IN COPY COPY.



© Vol. 14, No. 37 • 12 SEPTEMBER 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Peak air budgets fan anti-freeze rivalry**
- 29** Prestone, Telar, and Dowgard will spend almost \$1 million each on radio and all but the latter will do heavy network television spending
- The big market take in spot tv**
- 32** FCC's 1959 data show top 10 markets took in 40% of the \$424 million spot tv revenue. Nearly all major areas showed increases over 1958
- Network radio: right down AMF's alley**
- 34** How American Machine & Foundry's bowling division fires up alley proprietors to promotional heights with nightly Bill Stern show on Mutual
- Radio's 'idea battle' woos public**
- 36** Part II of SPONSOR series, "Radio's Big New Burst of Creativity," explains how new ideas for community service programs are revitalizing mediumwave
- Whispering muffler makes loud sales jump**
- 39** Aiming to reach all people with varying interests this muffler advertiser buys into many different types of radio/tv shows at different hours of day
- New relief for old time squeeze**
- 40** Agencies are developing new answers to the old problem of finding time for media staffers to hear media reps' pitches. One way: pre-screening
- Brother's plan for smooth buying**
- 42** Detroit advertising agency isolates buyer from reps during week aside for timebuying and eliminates last-minute nerve-wracking
- There are two ways about it**
- 43** Well-planned, written tv commercial produces record sales results for Omaha Chevy dealer, while Florida Chevy man credits sales to ad-lib

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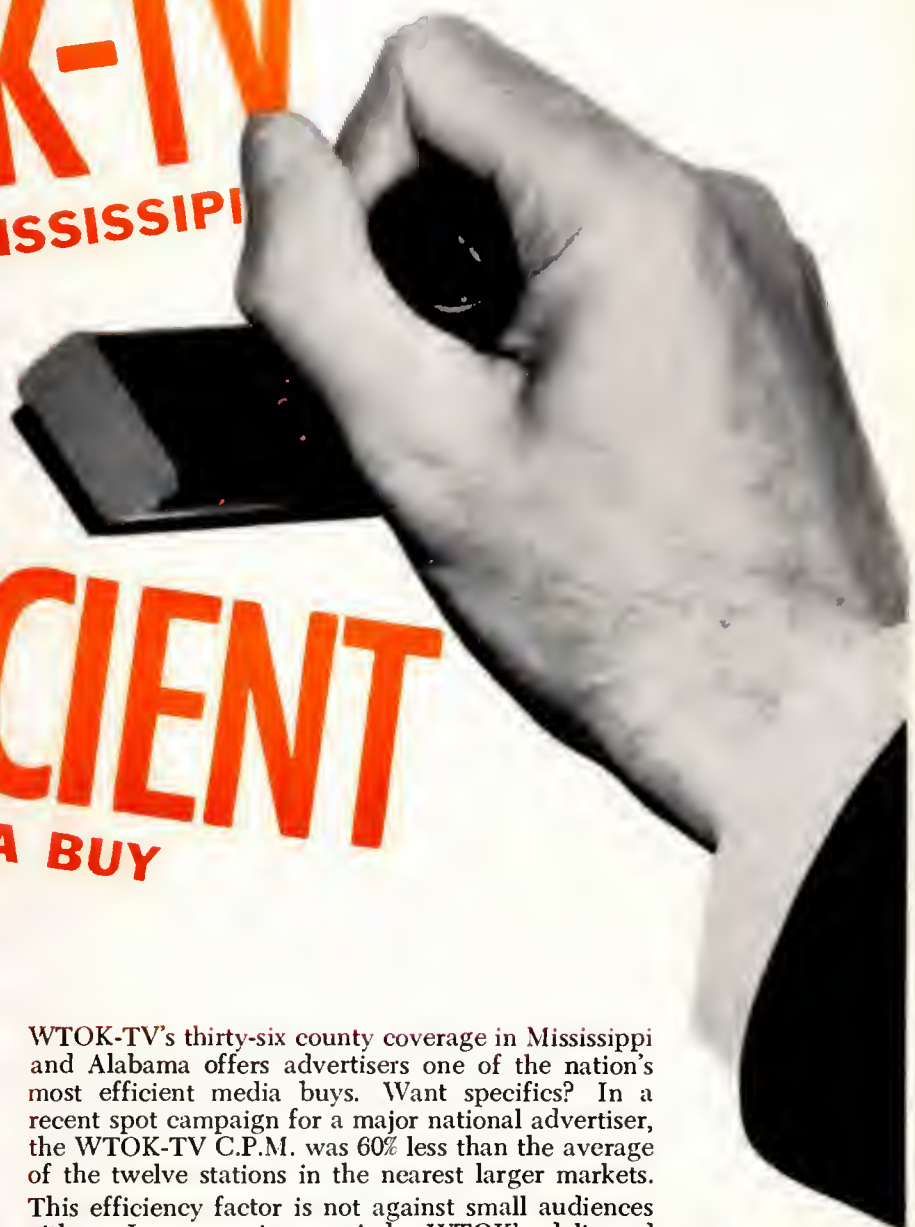


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WTOK-TV

MERIDIAN, MISSISSIPPI



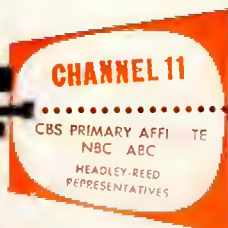
A MOST EFFICIENT MEDIA BUY



WTOK-TV's thirty-six county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Want specifics? In a recent spot campaign for a major national advertiser, the WТОK-TV C.P.M. was 60% less than the average of the twelve stations in the nearest larger markets. This efficiency factor is not against small audiences either. In many time periods, WТОK's delivered audience is comparable with—or greater than—some of the larger city stations.

Before completing your next market list, take a close look at WТОK-TV.

- 137,900 Television Homes
- \$515,910,000 Retail Sales
- \$740,735,000 Effective Buying Income



MAXIMUM POWER 316,000 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION

FIRST CHOICE

In the Albany-Thomasville, Ga.
And Tallahassee, Fla. Area Is

WALB-TV

The Only Primary NBC
Outlet Between
Atlanta And The Gulf

NIelsen—MARCH, 1960

STATION	MON. THRU FRI.				SUN. THRU SATURDAY		
	6 AM 9 AM	9 AM NOON	NOON 3 PM	3 PM 6 PM	6 PM 9 PM	9 PM MID.	
WALB-TV	% 67	% 63	% 50	% 62	% 52	% 54	
STA. X	32	36	49	37	47	45	
OTHERS	#	#	#	#	#	#	
TOTAL	100	100	100	100	100	100	

- Latest Nielsen figures covering the Albany-Thomasville-Tallahassee area show more people watch WALB-TV than any other station!
- In addition to Albany, Thomasville, and Tallahassee, Grade "B" coverage also includes Valdosta and Moultrie.
- Make WALB-TV your first choice in this rich market with over 750,000 people, over \$739 million spendable income.

WALB-TV

ALBANY, GA.
CHANNEL 10



Represented nationally by
Venard, Rintoul & McConnell, Inc.
in the South by James S. Ayers Co.

NEWSMAKER of the week

The Ideal Toy Co., New York, a pioneer tv advertiser, is kicking off its pre-Christmas sales push with its own hour-long special. "Christmas in September" with Shari Lewis next Sunday will be spotted as a family feature in 21 markets on one of three successive Sundays. Spot programming of a special still new to advertisers, promises to be a growing pattern.

The newsmaker: Melvin Helitzer, director of advertising and public relations for Ideal Toy Co., is in charge of a consumer advertising program which allots almost all its budget to tv. SPONSOR estimated this year to be \$2 million-plus. He and his company are tv pros among toy firms because of their pioneering efforts in the medium, and this year they're again pace-setting new techniques.

After screening some 85 shows for possible network sponsorship as a one-shot special, Helitzer settled on devising Ideal's own show and choosing its own "network" of stations on a spot basis. Why spot? Because "we could slot the show exactly where and when we wanted it and we could avoid such network hazards as waste markets and strong shows opposite ours." The star, Shari Lewis, will have a one-woman show as comic, ventriloquist, singer, and dancer.

The toy special will kick off a heavy tv season which peaks the week before Christmas. A saturation spot drive with filmed minutes started last week in a sweep of the country's top 35 markets for a three-month campaign (at the rate of 140 weekly in New York for example. Second focal point of the sales drive will be co-sponsorship with Lionel trains of the annual *Thanksgiving Day Parade* from New York on 161 NBC TV stations in color.

The filmed minute announcements key two variations in tv to selling this year, says Helitzer. "For one thing, we've toned down the hard sell we've used before. Kids don't want it—or need it. Every film we use has a soft-sell story about the featured toy, with an easy-to-follow theme." The second innovation: highlighting words to musical jingles for kids so they can sing along with the commercial. The minutes are slotted as participations in kid shows.

The ad director sees a trend toward toy firms to use tv all year round instead of the current 20 to 26 weeks for the Christmas trade. His company's hobby division is now a 12-month advertiser. Ideal's tv budget has doubled every year since tv has been used, which Helitzer says is typical of the whole industry. He foresees a toy gross tv expenditure this year of some \$15 to \$20 million, contrasted with about \$9 million last year.



Melvin Helitzer

NO WONDER THEY CALL BEAUMONT-PORT ARTHUR-ORANGE THE

TEXAS HOT SPOT

And only KFDM-TV

Delivers all of

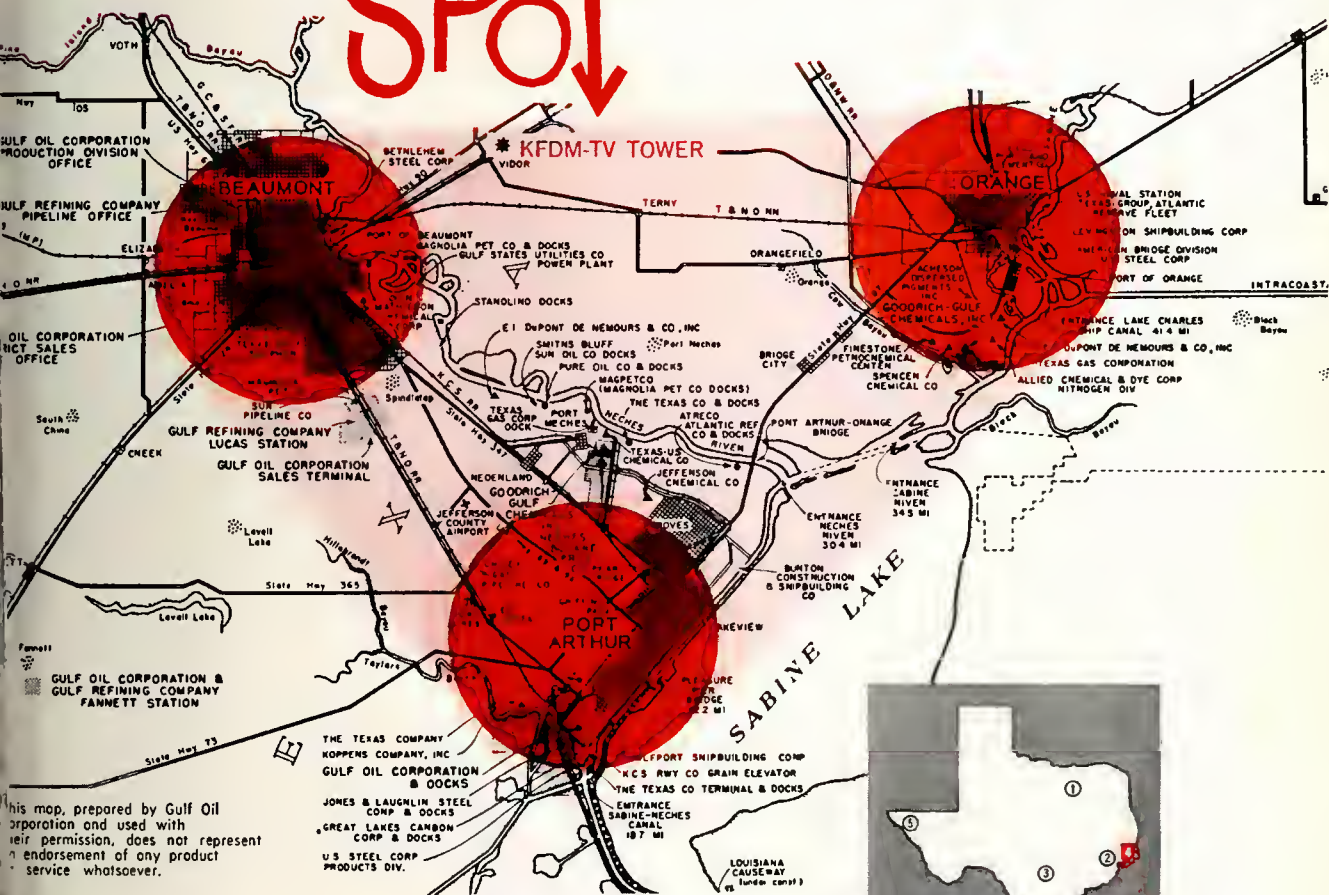
Texas' 4th market

Metropolitan Area—304,194

Total KFDM-TV

Coverage Area—753,597

Preliminary 1960 Census Figures



This map, prepared by Gulf Oil Corporation and used with their permission, does not represent an endorsement of any product or service whatsoever.

CBS
ABC

KFDM-TV CHANNEL 6

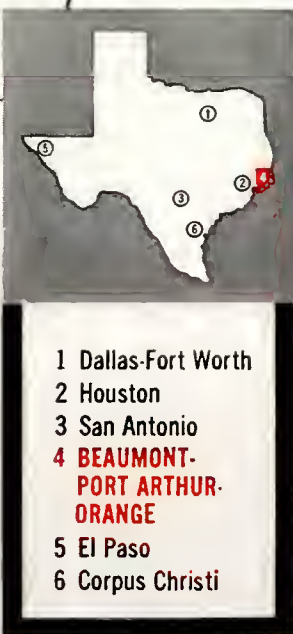
Beaumont Port Arthur Orange

D. A. Cannan, President

C. B. Locke, Executive Vice President & General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.



- 1 Dallas-Fort Worth
- 2 Houston
- 3 San Antonio
- 4 **BEAUMONT-
PORT ARTHUR-
ORANGE**
- 5 El Paso
- 6 Corpus Christi

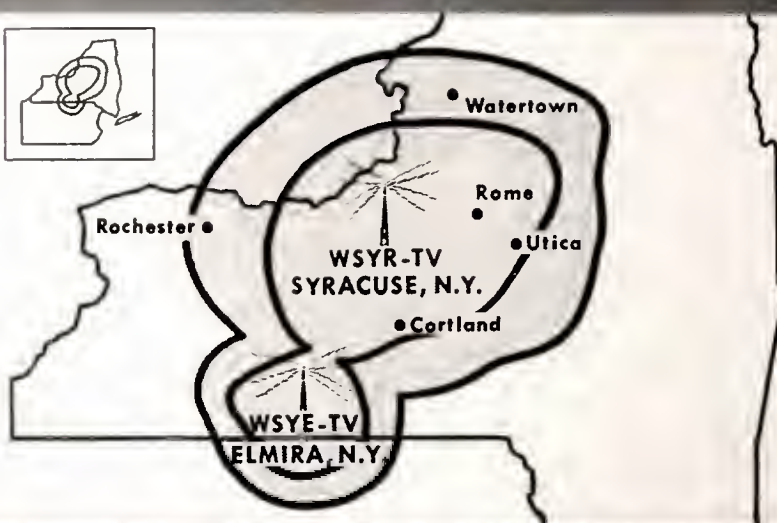
WSYR-TV

PLUS!

WSYE-TV

DOMINATES CENTRAL NEW YORK

**WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR**



**WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR**

1988 Nielsen NCS No. 2, weekly circulation.

WSYR • TV

**NBC
Affiliate**



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Full Story from HARRINGTON, RIGHTER & PARSONS

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS

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market on the move

TAMPA-ST. PETERSBURG

is really moving up!

A WHOPPING 86%

...that's the population increase (1950-1960 census)* of the Tampa Bay area, comprising Hillsborough and Pinellas Counties, Florida, now 28th in the nation in total retail sales.

To reach this zooming, booming area—as well as nineteen additional surrounding counties with a total population of 1,439,165—you need only WTVT, the dominant and progressive “station on the move”!

**Preliminary census figures*

SHARE OF AUDIENCE

44.3% . . . Latest ARB 9:00 AM - Midnight

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	34	WTVT	34
Station B	16	Station B	16
Station C	0	Station C	0

station on the move

WTVT



CHANNEL 13

TAMPA - ST. PETERSBURG

THE KATZ TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO • Oklahoma City • Represented by the Katz Agency



inviting us back for

Radio

DETROIT...WJBK
CLEVELAND...WJW
TOLEDO...WSPD
WHEELING...WWVA
PHILADELPHIA...WIBG
MIAMI...WGBS
LOS ANGELES...KGBS

Television

DETROIT.....WJBK-TV
CLEVELAND...WJW-TV
MILWAUKEE...WITI-TV
ATLANTA...WAGA-TV
TOLEDO.....WSPD-TV

1960



From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it — today.

*(Covering over 40,000,000 daily)

STORER *Broadcasting Company*
33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N. Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Concentrate in

JACKSON, MISS.

Did you know?

Over 233,000

TV Homes

★ ★ ★

A Billion Dollars

in Retail Sales

★ ★ ★

All in the

JACKSON

TV Market

Area

WJTV

CHANNEL 12

KATZ

WLBT

CHANNEL 3

HOLLINGBERY

by John E. McMillin

Commercial commentary

Help wanted: two new presidents

Maybe I'm lunging at a coincidence, but I find it strangely significant that the presidencies of two of our most important trade groups—the National Association of Broadcasters and the Association of National Advertisers—are still unfilled.

NAB's Harold Fellows died in January. Paul West of the ANA in early May, and I gather it may be weeks or even months before either is replaced.

Understandably the NAB and ANA selection committees are moving with caution. It isn't easy to find men with the experience, integrity, and dedication which Hal and Paul brought to these complex and difficult posts.

But even so, I wonder if there isn't more to it.

Is it possible that the events of the past year—the violent eruption of bitter anti-broadcast and anti-advertising criticism—have awakened us all to our desperate need for industry leaders?

Is it possible that the hesitancy of both the NAB and the ANA springs, at least in part, from a feeling by their members that the qualifications for leadership need re-defining, re-stating, and perhaps enlarging in today's hectic world?

And if so, what sort of men should we be seeking?

Two concepts of leadership

At the NAB Convention in Chicago last April there was a lot of talk about two different approaches to the presidency.

One group of broadcasters favored the election of an "industry trained" man; the other advocated a "public figure."

Mentioned by the first group were such radio and tv personalities as Robert D. Swezey, formerly WDSU, New Orleans, Ward L. Quisenberry, WGN, Chicago, Donald H. McGannon, Westinghouse Broadcasting.

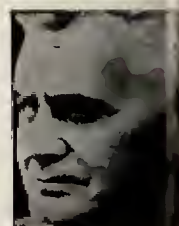
Mentioned by the second group were such gilt-edged names as Adlai E. Stevenson, Henry Cabot Lodge, Gen. Alfred M. Gruenther, and even Richard M. Nixon (with, of course, a big "if.")

Those who favored the "industry man" approach talked with conviction about the huge executive problems involved in running such a massive association of rugged individualists as NAB.

Those who leaned to a "public figure" concentrated their arguments on the need for broadcasters to have a Washington-savvy spokesman who could play high-level footsy with Congress and the Commission (in a statesmanlike way, of course).

My spies, who don't claim to be omniscient, tell me that, at present, the NAB Selection Committee favors the "public figure" concept and that there is almost certain to be no decision on the man himself until after the November elections.

At the ANA the issue is not as dramatically drawn, but a similar one exists. (Please turn to page 14)





THE PLUMS

and the pick of America's advertisers come tumbling into WPAT because when it comes to moving merchandise we're the berries! That's why, season after season, the men who make and market America's leading products advertise on our station. Gauge it any way you will, commercials get results on WPAT. The past three year's renewals alone are the proof of the pudding. Since 1958, more than 75% of all our national advertisers have continued to buy WPAT and WPAT-FM. This year, 95% of all our national advertisers are renewing with our station. Plumb the significance of those statistics and the following list of only some of the advertisers who, in 1958, in 1959 and again in 1960, have found how fruitful it can be to advertise consistently on **RADIO STATION WPAT**

Abbotts Dairies, Inc.	American Artists Group	American Stores	American Tobacco Co.	Arnold Bakers, Inc.	Atlantic Refining Co., The
Ballantine & Sons, P.	Bank For Savings, The	Borden Company, The	Breyer's Ice Cream	Brogan-Cadillac	
Oldsmobile Co.	Canada Dry Corp.	Castro Convertibles	Chrysler Corp.	Coca-Cola Co., The	Consolidated Cigar Sales Co., Inc.
Crown Central Petroleum Corp.	Esso Standard Oil Co.	Ferrara Confectionery Co.	Florists' Telegraph Delivery Association	Ford Motor Co.	
General Motors Corp.	Good Humor Corp.	Goodman & Sons, Inc., A.	Gordon Baking Co.	Great Atlantic & Pacific	
Tea Co.	Grand Union Co., The	Hoffman Beverage Co.	Howard Clothes	K. L. M. Royal Dutch Air Lines	Krueger Brewing Co., G.
Liggett & Myers Tobacco Co.	Loew's, Inc.	Lorillard Co., P.	Macy, R. H., & Co.	Magnetic Recording Co.	Miles Laboratories, Inc.
Miller Brewing Co.	Nestle Co., The	New Jersey Bank and Trust Co.	New Jersey Bell Telephone Co.	New York Herald Tribune, Inc.	
Northeast Airlines, Inc.	Northwest Orient Airlines	Radio City Music Hall	Ray-O-Vac Co.	Rheem Manufacturing Co.	
Ripley Clothes	River Brand Rice Mills, Inc.	Scandinavian Airline System, Inc.	Schaefer Brewing Co., The F & M	Seven-Up Company	
Frank G. Shattuck Co.	Shulton, Inc.	Standard Brands, Inc.	Tea Council of the U. S. A., Inc.	Tidewater Oil Co.	Trans Lux Theatres
Trans World Airlines, Inc.	Twentieth Century Fox Film Corp.	United Airlines, Inc.	Warner Theatre	Yonkers Raceway, Inc.	

LONG ISLAND IS A MAJOR MARKET!



**THE GREATER
LONG ISLAND MARKET**
(Nassau-Suffolk)

**MORE DRUGS
ARE SOLD
ON LONG ISLAND
THAN IN
ATLANTA,
AKRON AND
ALBUQUERQUE...
PUT TOGETHER!**

'72,043,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Daytime Audience than any
other Network or Independent Station!
(Pulse)

→ 10,000 WATTS

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

Represented by Giff-Perna

Commercial commentary (Cont. from p. 1)

conflict seems to prevail.

Following Paul West's death, the Association's highly capable Peter W. Allport was raised to executive vice president, and there are some reports that Allport, who is thoroughly trained in association work, will be named president before the ANA goes to Hot Springs for its November meeting.

On the other hand, Madison Avenue scuttlebutt has it that some ANA members are holding out for a business and advertising leader of national reputation—Neil McElroy of P&G, Henry Schacht of Lever, Don Frost of Bristol Myers.

I don't pretend to know whether these or other men mentioned for the NAB and ANA posts are available or interested in the jobs.

Nor do I have any personal candidates or even any very strong convictions as to whether they should be industry-trained, association-trained or distinguished outsiders.

But I'd like to suggest that behind both the NAB and ANA dilemmas, (perhaps at the heart of them) is a deep-rooted, unresolved question.

Who speaks for us?

These days I find an increasing number of radio, tv, and advertising men who feel strongly that, in the past year, we have been caught with our public relations pants down.

They point out that broadcasting and advertising have been lambasted by politicians, educators, civic groups, clergymen, intellectuals, eggheads, and other eminent citizens.

And they say, "We've done a lousy job of talking back."

It is true that such leaders as Dr. Frank Stanton and Leo Burnett (in his recent newspaper ad) have responded to specific attacks.

But inevitably they have had to speak as heads of individual companies. And our critics have blasted not individuals, but the entire structure of broadcasting and advertising.

What I think is really troubling many NAB and ANA members is the question, "Can we find new leaders who will serve as our vigorous spokesmen, and who will provide us with new positive programs for improving our industry's public image?"

Perhaps it is much too much to hope for.

But if you admit that, at least, it is an ideal to be sought, then I think you will be forced to conclude that the new NAB and ANA presidents must combine two characteristics:

1. They must be men who can command loyalty and respect *within their industries*, and can exert positive and constructive influence on their own memberships. (It is absurd to visualize them as mere pompous, powerless "mouthpieces.")

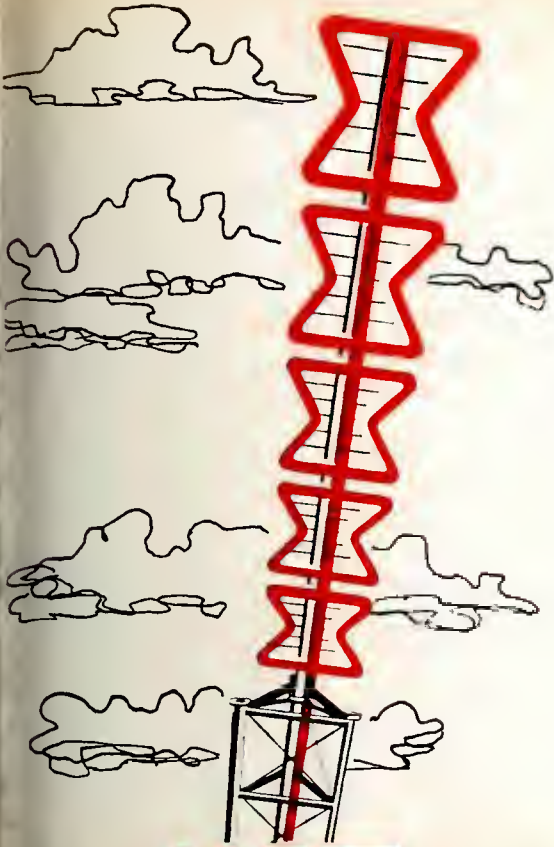
2. They must be men who can command respect and attention *outside their industries*—and this means in a wide variety of political, educational, intellectual, artistic, and social fields.

Such a formula, of course, is a pretty rugged one.

So rugged, in fact, that I think it must be apparent that not a single man mentioned for either the NAB or ANA posts automatically fills all the specifications.

Each, in one way or another, must develop new talents as he grows and develops in the job. None possesses all of them today.

Such, I believe, is the common problem which both the NAB and the ANA are facing. Let's pray that they come up with some real solid answers.



On August 4, 1960, KHQ-TV—Spokane's first television station—began full power operation from its new antenna atop Tower Mountain.

This most modern of RCA installations beams the channel 6 signal—stronger than ever—from a point 2,150 feet above average terrain, 4,549 feet above sea level.

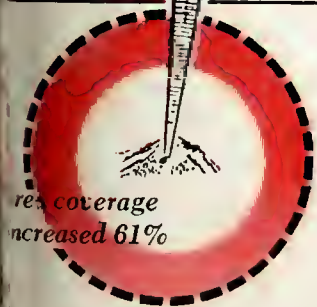
For viewers—and for advertisers—here's what KHQ-TV now offers:

- Service to 20% more TV Homes
- Improved signal for 30% of current Inland Empire TV Homes
- "City Grade" Area doubled—from 1,260 to 2,900 square miles
- Greatest U. S. coverage of any Spokane station.

Note:
Above performance figures based on estimates by George C. Davis, Consulting Engineer, Washington, D.C., and H. C. Bovay, Consulting Engineer, Spokane, Wash.

GREATEST U.S. COVERAGE OF ANY SPOKANE STATION

new 904' tower by DECO



ANTENNA HEIGHT	OLD	NEW
Above Average Terrain	941 ft.	2,150 ft.
Above Sea Level	3,143 ft.	4,549 ft.



SPOKANE, WASH. NB
CHANNEL 6

Represented by The Katz Agency, Inc.;
Art Moore and Associates,
Seattle, Wash., Portland, Ore.

BOTH KHQ RADIO AND KHQ TELEVISION NOW MODERNIZED THROUGHOUT WITH FINEST RCA ELECTRONIC EQUIPMENT

WTHI-TV

the

Number One

single station
market
in
America!

WTHI-TV is a single
station market of
217,400 TV homes.

An advertising dollar
on WTHI-TV delivers
more TV homes than
many dollars in a
multiple station
market.



WTHI-TV

CHANNEL 10

TERRE HAUTE,
INDIANA

Printed by THE BOLLING CO.

Reps at work

Peggy Stone, pres., Radio-TV Representatives, New York, finds too much emphasis on merchandising as a criterion for station buying. "Buyers and sellers of spot radio must never lose sight of the fact that on any media buy, particularly spot radio, the primary aim is the widest possible exposure with the most impact. While merchandising has of late been offered as a plus, too often inferior stations, from a media point of view, are mistakenly bought strictly on the basis of merchandising. Also, too many advertisers expect of the radio media those functions which normally belong to the sales and merchandising departments of the advertiser himself. Spot radio is a vehicle fully powered to reach masses and deliver consistently, effectively, and economically the sales messages of its clients. The follow-through to merchandising and sale is primarily the responsibility of the advertiser. I do not mean that a station cannot at times augment a substantial radio schedule with some reasonable merchandising support, but if it is constantly complying with promotion demands, its primary purpose is bound to suffer.



Gerald L. Atkin, eastern tv sales manager, Headley-Reed, New York, sees the station representative as a resistive force to what he calls the "narrow concept of buy-by-the-numbers which tends to reduce stations to a static single measurement." Says Atkin, "It's the rep's job constantly to counter with more and more information

which accents the differences between stations and markets. Our sales staff is kept knowledgeable through research material about the station and market. In turn the individual salesman can then provide more adequate information to the timebuyer, account, and advertising personnel. Besides furnishing useful qualitative data that make a valid case for distinguishing between broadcast facilities beyond mere network affiliations, he



and does interpret the impact of television at the particular market level. Providing facts about local conditions related to station acceptance and shopping days are among the services he offers. Alert to the client's goals, the salesman can anticipate availability and other problems. Don't confine spot tv to the numbers game.



l making a big impression on the same woman

the suburban woman — the most influential buyer in America. And who's making an impression on her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial edge and skill. Four stimulating, aware stations that have the power to reach a woman whose world is on power-steered wheels whose life is in motion from super-

market, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter button for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her

community in the type of entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family — and *specifically* to the woman who does 66⅔% of the buying. *It's time you made a big impression on the suburban woman!*

Herald Tribune SUBURBAN RADIO NETWORK

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by THE BOLLING CO., 247 Park Avenue, New York, N. Y.

WFYI
Long Island

WVIP
Westchester



WVOX
Westchester

WGHQ
Hudson Valley

FASTEST SELLING SERIES IN SYNDICATION TODAY!



Buyers who know the best are snapping it up . . . Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like Triangle bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series — BEST OF THE POST — for your market!



**INDEPENDENT
TELEVISION
CORPORATION**

488 Madison Avenue • N. Y. 22 • PL 5-2100

49th and Madison

'Commentary' kudos

Your "Commercial Commentary" column in the 29 August issue entitled "Why Nostalgia for Bologna?" was superb . . . both witty and penetrating.

Frank J. Shakspeare
v.p. & general manager
WCBS-TV
N. Y. C.

Correction

Thank you for your recent nice article on our product Dan-D Dandruff Remover Hair Lotion ("How Radio Brings Out the Salesmanship in Barbers," SPONSOR, 15 August). However, there was an erroneous statement in there which we would like to correct for your records and also for future reference. No harm was done with it as the magazine reaches advertising people and not the consumer.

The correct information is that Dan-D is a separately owned corporation and in no way affiliated with the Lady Cornell Comb Co. There is no common ownership whatsoever and I just felt that this is knowledge that you perhaps would want for the future.

Murry Abbott
Dan-D Industries, Inc.
Cambridge, Mass.

* * *

Miss Marie O'Rourke, Advertising Manager of our client, C. F. Mueller Co., manufacturers of macaroni, spaghetti and egg noodle products, has drawn to my attention the news release which you published in your 8 August issue ("Spot Buys") under Radio Buys. This reads in part. "Planning a campaign for its Italian food products. . . ." Our client does not manufacture what they and we consider Italian foods. This is a misnomer in connection with Mueller's line. We use a blend of wheat products and Italian competition uses only one single hard wheat product, and it is the latter line which is better

termed "Italian foods." Our blend exclusive.

Will you be good enough to note the following in your records in order that a repetition of the incorrect information may be avoided.

Eugene Hulshizer
vice president
Doherty, Clifford,
Steers & Shenfield, Inc.
N. Y. C.

New radio client

Have just finished reading your article "A publisher looks at radio" for the second time.

I think in it you have one of the most promising slogans and sales messages every radio station manager could use in 1961. That would be "What new account did we develop for radio this week?"

WSMN is proud to have brought to the radio fold such wide and varied advertisers as "trampoline center United Rent—all outlets, a fellow who wanted to rent an apartment in a hurry, an answering service, a fellow who kills poison ivy in your driveway, several large industrial firms who don't sell a blessed thing in our market, a local kennel, and the list goes on.

We believe without a doubt, the future of our station depends a great deal on "What new account did we develop this week?" It might make a good slogan for radio in 1961, and a campaign, which if conducted on the right selling level for a new business, can be the best yet for spot-local radio has ever had.

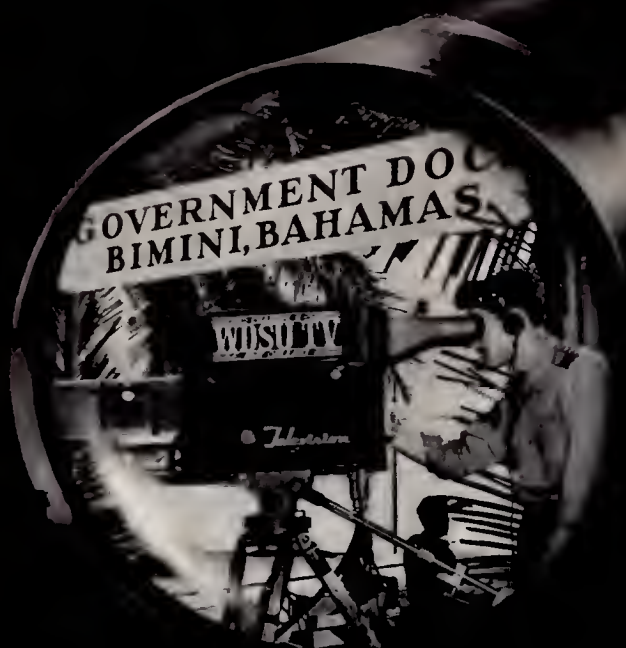
D. A. Rock
General manager
WSMN
Nashua, N. H.

Any Comments?

SPONSOR likes to hear from its readers. Your comments or your criticism represents one of our best methods of insuring that we are accomplishing our purpose.

What was WDSU-TV doing
in Red Square?





Bimini, Bahamas.

The facilities of WDSU-TV were called on by NBC to cover the color and excitement of the International Tuna Tournament in the world's first over-water telecast. Not only New Orleanians but the whole nation got the picture from WDSU-TV.



Moscow, May Day, 1960.

Networks, newsreels and the press reported the bristling display of massive power which is May Day in Moscow—but New Orleans viewers got the picture through the eyes of their own Terry Flettrich, WDSU-TV Woman Editor. Through films and commentary jettied to New Orleans they learned the reaction of their Russian counterparts, the men and women in the streets.



New Orleans.

The only television camera in St. Louis Cathedral as President Charles de Gaulle knelt to pray was put there by WDSU-TV. The nation got the picture—this still—from a wire service. New Orleanians got the picture—live—from WDSU-TV.



Poplarville, Mississippi.

A town in the bitter turmoil of a lynching—and the mobile equipment of the WDSU-TV news department was first on the scene. New Orleanians got the picture in authoritative, sober detail from WDSU-TV.



New Orleans.

The day you read this, WDSU-TV is presenting another of its Peabody Award-winning editorials. New Orleanians look to WDSU-TV to give them the picture behind the news through thoughtful interpretation and incisive, informed opinion.



New Orleans.

The Eastland Committee hearings. Ever since WDSU-TV was the first to televise the drama of a congressional committee in action—the Kefauver Committee, 1950—New Orleanians have turned to WDSU-TV to get the picture *as it happens*.

In New Orleans
WDSU-TV

*gives you the picture
 —with a 12-man news department,
 largest in the South.*

OUTSTANDING VALUES

1885

Refrigerators.

A first-class dry air Refrigerator with Porcelain-lined Ice Colder combined, for \$12, which you can have by paying \$2 cash and \$1 weekly.

A complete assortment of
Mattings,
From 15 to 40 cents, in plain
white and fancy colors.

WEEKLY OR MONTHLY PAYMENTS.
Or 5 Per Cent. Discount for Cash.

5 1 MILLION 0 00



1960

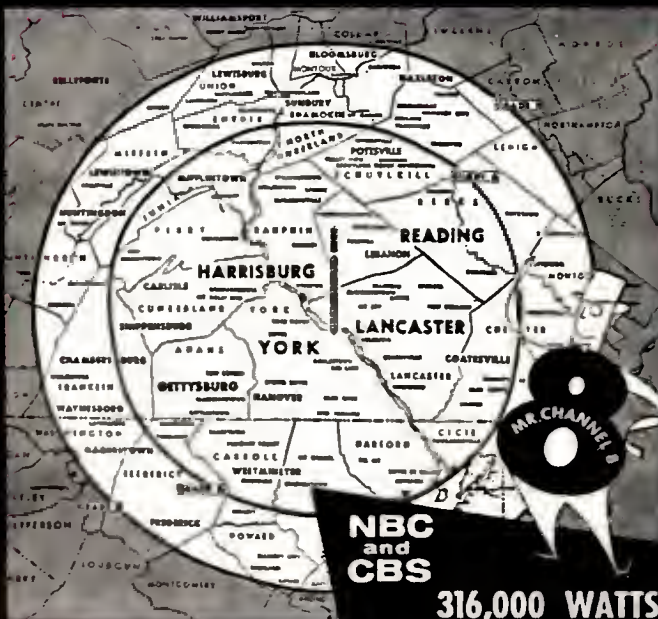
WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

MULTI-CITY TV MARKET



Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

12 SEPTEMBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Network tv apparently can't hold on to the customers it snags away from spot: Corning Glass (Ayer) is coming back to spot to sell Corningwear as Christmas gifts.

The campaign: 54 markets for 13 weeks at the rate of five spots a week.

What happened: Corning found that spot was far more practical and economical to reach the markets where it does the major part of its selling; also, it was able to make some good minute buys.

Buyer calls for tv availabilities around New York slowed down last week to the point where reps were able to process the mass of queries on fall placements that have broken since mid-August.

The big call of the past week: Maxwell House Regular (OBM), 4-5 night minutes a week.

Among the active midwest accounts: Quaker's Mother Oats (Compton), 26 weeks, starting 23 October; Minnesota Mining's Scotch Brite (BBDO Minneapolis), four-week flight; Sir Walter Raleigh (KM&J), looking for spots in football games.

On the radio side: Hill Bros. (Ayer), two four-week flights; Swift's Allsweet butter (Burnett).

Radio reps are taking heart for a good fall from this: buyers are finding it tough to pick up minutes in tv, especially the top markets.

Figure these reps: history will repeat itself and frustrated advertisers will divert their money into radio channels.

Nevertheless, the business already in hand indicates that spot radio will do pretty well for the last 1960 quarter, following a so-so third quarter.

The SRA, incidentally, estimates that national spot radio sales for the initial six months of 1960 were a fraction of a point under 1959. This half year's tally, as computed by Price-Waterhouse, \$85,909,000. For the 1959 first half: \$85,923,000.

Toni admen have embarked on a move to establish better relations with reps.

The modus operandi: inviting them in for an informal exchange of ideas.

Probable motive: toning down the displeasure Chicago reps have expressed from time to time regarding Toni's philosophy about buying spot on a tonnage basis (bulk rating points, etc.) instead of like other ways spot advertisers measure values.

Toni's tv strategy as relayed in these talks: we use spot as an overlay to our network buys, during the summer and as a trouble-market proper-upper.

The reps' anticipation: Toni will get some ideas for revising its tv strategems.

Toy manufacturers estimate that the industry will be spending between \$15-20 million for tv this year, which, they figure, is not far from what the cereal field will be contributing to the medium.

The toy makers also see their industry as a whole becoming year-around users of tv within the next two years, instead of the habitual 20-26-week participations.

(For an interesting approach to toy tv use see NEWSMAKER OF THE WEEK, page 6.)

The chances of ABC TV affiliates getting those nighttime 40-second chair breaks they've been rooting for have become very slim.

The network had contemplated making such segments available under certain circumstances, but repercussions from its customers have made it most leery about the whole thing. (For background and agency reactions see 11 July SPONSOR, page 36.)

Of no little significance to the account's nine agencies is P&G's separation of copy from the staff operation of advertising production.

What had here been one of A. N. Halverstadt's precincts now becomes a direct adjunct of each of the product divisions. Agency copy people will work under the supervision of each of the four product divisions.

The change was accompanied by E. A. Snow's appointment as head of the new toiletries division (he had been v.p. in charge of advertising) and the upping of Halverstadt from manager of advertising production to general manager of the same.

Advertising production includes media, programs, commercial production, packaging, merchandising, promotion and market research.

Nothing perplexes the average Chicago rep more than the paradoxical behavior of some agencies and their timebuyers.

Like this behavior pattern in particular: the agency is reluctant to give a rep the time to make a thorough market pitch but it'll send out its buyer to various markets to gather marketing data, monitor stations for their commercials and program schedules, etc.

The Wander Co. has hopped on the dietary weight control bandwagon with a new product, Minvitine (C. E. Frank), and will give it a whirl in spot radio.

The dietary weight control (by mixed formula) field has been jumping since Mead Johnson's ushering in of Metrecal and Sear's subsequent unleashing of Bal-Cal.

Drug chains and others have been coming out with their own formulas in fast profusion. For all of them it's been strictly print. Maybe now that Wander has led the way the others may turn to air media.

The tv breaks from Sheaffer Pen (BBDO, Chicago) this fall will all go to spots. Sheaffer's back-to-school promotion involves about 50 tv markets for five weeks.

Last season the account co-sponsored an NBC special, spending around \$120,000, with around \$200,000 channeled into spot.

Reason for no special this time: it hasn't the money.

By the way, nothing's been heard yet about the typewriters using tv during the 1960-61 season. Sperry Rand was on in '59 and Royal McBee in '58.

Avon, which depends entirely on door-to-door selling, has again taken a pre-Christmas hiatus from spot tv.

Seems that its housewife bell-ringers need that time to spend the money they earn during the other 48 weeks.

Shulton (Wesley) hasn't as yet decided on its air media plans for the Christmas push, but this is certain: spot tv looms big in the picture.

It's not participating in specials this time. However, there'll likely be some daytime network tv.

Latest development in the tug-of-war between ABC TV and NBC TV for affiliates: **WTVM, Columbus, Ga., now vhf and a two-station market, will become an ABC primary in January.**

A major inducement: ABC was able to guarantee the station against much less of the overlap than it faces from being an NBC primary.

That overlap situation existing in many markets is being exploited to the hilt by ABC, with no little encouragement from some reps.

These reps are preaching the gospel that stations are at a disadvantage in the rates they can charge where the overlap is too pronounced and that the time has come for them to **strengthen their income potential via minimum overlapping from stations affiliated with the kindred network.**

NBC TV is trying to sell the other half of three quarter-hour split networks to General Mills: the eastern half of these links are filled by Beech-Nut (Y&R).

In letting Beech-Nut pass up the far west on these three quarter-hours a week NBC became the **first network to make it possible to buy a daytime regional.**

Incidentally, ABC TV is still trial-ballooning in agency circles the idea of **30-second daytime commercials.** The tentative plot: an advertiser would be permitted to split one of the three commercial minutes allowable per quarter hour, with one of the 30-seconds used as a cow-catcher and the other 30-second as a hitch-hiker.

Obvious reason for ABC's caution: **a probable uproar from sellers of spot.**

Note: P&G is apparently reversing its recent cutback course anent daytime network tv. It's been doing some **shopping around the networks for non-conflict areas.**

Crosley's still mulling the possibility of taking on stations in several markets outside its own for representation purposes.

The consideration has been very limited in scope: Crosley is first trying to determine whether such a operation makes sense from the twin points of view of **itself and other stations.**

TvB might take note of how even a spot carrier can be used to serve to bring department stores with the purview of tv.

The case is Burlington Mills' support hose (Donahue & Coe) and the Lawrence Welk show.

Burlington had bought two commercial minutes in Welk and then **proceeded to induce department stores to insert 5-10 second cut-ins at the local level.**

The result: **140 of them did—representing 85% of all the markets in the Welk link.**

Just a glance on how well tv time sales did in 1959, as reported by the FCC: Network, \$445.8 million; regional and national spot, \$424.2 million; local, \$200.6 million: **all adding up to \$1,070.6 million.**

Increases for each: Network, 5%; national-regional spot, 22.9%; local, 10.6%.

Profits for the industry: \$222.3 million (before U.S. taxes). **Up 29.3%.**

(See page 32 for spot comparison in 80 markets, 1959 vs. 1958.)

Perhaps you can make some sense out of a practice which stationmen say is rife among Chicago timebuyers.

The gripe: basing September and October buys on June rating books. The latter, contend the sellers, are based on an audience composition slanted by the kids out of school, whereas the September-October figures are entirely different.

Suggest the stationmen: **it would be more logical to use the previous year's data.**

Retort timebuyers: the situation in a market could have changed meanwhile and that **would make last year's base figures off-limits.**

The small independent oil companies on the west coast have become a hot focus of acquisitive interest among the petroleum giants with those hefty transcontinental ambitions.

With southern California, in particular, the largest market for petroleum products (per capita) in the world, there are still some independents available and the question which of the expanding giants will get the jump.

(See Turmoil in Oil, 22 August 1960 SPONSOR, for meaning to media.)

The viewing measurement services needn't expect an influx of added business from accounts bent on finding out how their own participations fared in tv network spot carriers.

This is the kind of information not seen in the regular U.S. rating reports compared to the British reports.

A check on this possible quest during next season with several agency research directors disclosed this viewpoint: **the average client will be satisfied with the five-minute ratings that are in the offing and for him to spend extra money on a single week's showing is unwarranted, because next time it'll be entirely different—perhaps.**

Of major concern to big manufacturers, say marketers: finding effective ways to harness up the corporate image to the brand image.

More and more companies are moving in this direction, with the trend providing opportunities for commercial copywriters and designers of packages, trademarks, letterheads and whatnot.

Among media, tv, agree the marketing experts, offers the best bet for projecting the right formulas and strategies in fusing the corporate-brand images.

If sellers of radio thoroughly scanned the lists of smaller grocery products, they're bound to find quite a number whose main concern is getting sufficient advertising weight that will serve as a calling card for their salesmen.

Most accounts of this stripe haven't the wherewithal for tv, but they can be sold, according to well informed sources, on the fact that radio offers at economical cost the sort of coverage that makes an effective tool for the salesman in approaching the buyer for grocery chain.

In other words, the manufacturer's investment is within his means and at the same time tends to assure the chain buyer that something is being done in air media to move the product off the shelf.

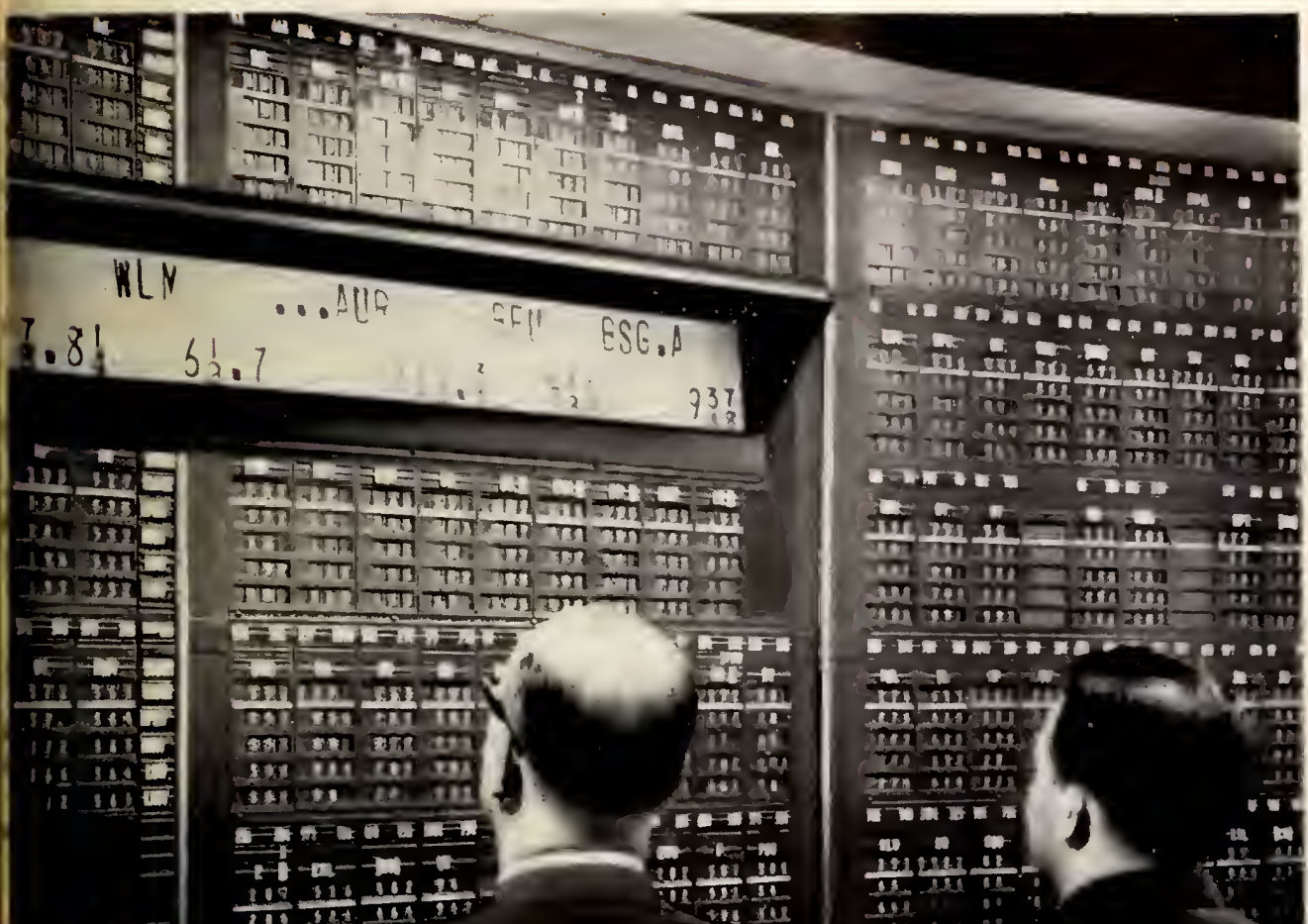
The biggest problem facing new business hunters in an agency with one or two giant package goods accounts; getting permission from them to let the agency bid for a product that the present client sells but isn't on the agency's list.

What appears to be the main reason for opposing this sort of cross-roughing: the competitive product might benefit from the knowledge the agency gained from handling the present multi-products account.

For instance, an American Home Products asks why wise up a General Foods to techniques that could turn out to be to our detriment, even if a single product is involved.

Agency management beset by this blackout dilemma have given thought of pulling from a diversified account in which they have but one product so that they can be free to after several products. But staying them is this question: **Is it ethical?**

For other news coverage in this issue, see Newsmaker of the Week, page 51; Spot Buys, page 52; News and Idea Wrap-Up, page 68; Washington Week, page 63; SPONSOR Hears, page 66; Tv and Radio Newsmakers, page 90; and Film-Scope, page 64.



FARMERS CHECK BULL MARKET

... in the Land of Milk and ^MHoney

Meet two of our typical farmers — smart businessmen who invest in the good things of America — men with the money to provide delightful living. This is the bountiful land we serve with

1. Channel 2 for these extra Counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and ~~X~~^MHoney!

WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by THE KATZ AGENCY

2



THE X-15
IS THE
PACESETTER
IN JET TRAVEL

It established the record for the fastest
manned flight — 2150 miles an hour



IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI provides Cincinnati's most complete news service. It is the only Cincinnati radio station with radio-equipped mobile news units . . . it was the first Cincinnati station to use "beeper" reports . . . the first to editorialize . . . the first and only Cincinnati station to "review" the newspapers. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's **PACESETTER** Radio Station.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa

PEAK AIR BUDGETS FAN ANTI-FREEZE RIVALRY

Spot radio gets big boost with almost \$1 million from each of contenders for 'coolant' leadership

Prestone, Telar and Dowgard will use record number of network tv shows, sport shows, specials

This week begins that annual advertising anachronism—the anti-freeze manufacturers open their fall campaigns while most of their customers are still boiling over with summer. Indian or otherwise.

Three factors, however, make the 1960 selling season unique:

- The large-scale introduction of the so-called "permanent" anti-freezes.
- The appearance of a major third force among national brands, Dow Chemical Co.'s Dowgard.
- The record-breaking ad blitz by Du Pont for its new "permanent" Telar, in an attempt to wrest first place from Prestone among national brands.

Spot radio will get a hefty bonanza with \$1 million from Dow for its newly marketed product, and like amounts from the other two major brands as well.

Du Pont will spend about \$5½ million for its three anti-freeze brands (long life" Zerex and "economy" Zerone are the others), with 75% of total going to Telar, its "never-drain anti-freeze and summer coolant." More than 50% of the Telar outlay will go to the air media.

WHAT THE ANTI-FREEZES PLAN TO SPEND THIS FALL

THE LEADER



THE CHALLENGER



THE NEWCOMER



Union Carbide will put an estimated \$2 million into air media to protect its lead. DuPont will spend somewhat more to promote its new "permanent fluid." Dow introduced new all-year coolant in March, makes major push this fall with \$1 million in spot radio.

AIR MEDIA ACTIVITY DURING PEAK SELLING WEEKS

	TOTAL AIR \$	SPOT RADIO	NETWORK TV
UNION CARBIDE	PRESTONE 2,000,000	Saturation of more than 600 stations in top anti-freeze markets with one-minute announcements during peak six weeks of selling period.	One-minute commercials on 36 network telecasts of 10 programs plus co-sponsorship of the <i>World Series Special</i> , 4 October.
DU PONT	TELAR 2,000,000	Saturation of 150 key markets with one-minute announcements; October through December, peaking in November.	"Scatter plan" of 53 minute commercials spread throughout 11 network spot carriers, plus three minutes on 30 September <i>Du Pont Show of the Month</i> .
	ZEREX 250,000	none	Heavy use of minute commercials on some of the above 11 programs.
DOW CHEMICAL	DOWGARD 1,150,000	One-quarter of total ad budget to saturate 100-150 "selected markets" with more than 100 spots each week. Also, sponsorship of a number of local sports shows and football games.	Co-sponsorship of 20 September <i>Dow Hour of Great Mysteries</i> ; spots on 27 September and 18 October programs.

Union Carbide, as has Du Pont, has embarked on "the largest advertising campaign in the company's history"—estimated at \$4 million—for its "tested" Prestone this fall. About half will go to the broadcast media.

Dow jumped the gun when it started its introduction of Dowgard "all year coolant" last March. About one-third of its estimated \$4 million ad expenditures will go to air media, the bulk \$1 million—to spot radio.

The air media are receiving record expenditures from anti-freeze advertisers because of the challenge to Prestone. Radio and tv, in turn, may affect changes in the marketing picture, according to one observer, who says that 49% of all anti-freeze sales have been made away from gasoline stations and do-it-yourselfers who drain

their own radiators, put in the fluid themselves.

Up until this year that purchaser would usually go for Prestone ("to anti-freeze what Kleenex is to tissues") or Du Pont's Zerex. With spot radio bombarding him locally and network tv nationally, the purchaser will be even more brand-conscious and the 300 or so "private brands" (which now account for less than 10% of sales), will get even less play.

The methanol (methyl alcohol) anti-freezes, he said, will also be pushed farther out of contention because the radio and tv ad blitzes will all concentrate on ethylene glycol products. Methanol fluids now account for 10 to 15% of all sales.

At stake for each of the top advertisers is the maximum share of a huge

market (estimates run from \$250-\$350 million yearly, depending on weather). It is difficult to accurately measure each brand's share of market because of complicated private branding activities and corporate reticence about sales figures, but spokesmen uniformly agree that Prestone and Du Pont brands control "considerably more than 50% of the branded advertising business," with Prestone acknowledged leader. Dowgard, newcomer nationally, will have marginal distribution this year and is expected to be a potent factor in the market from now on.

Spot radio gets the major trifurcation of anti-freeze, or "coolant" the manufacturers now prefer to call it. Dow is relying on it heavily, cutting television expenditures to

Dow *Hour of Great Mysteries* on 20 September and spots on shows of 27 September and 18 October.

The Dow outlay of \$1 million for spot radio represents 25% of its all-media total. Pitching Dowgard as "a full-fill, year 'round fluid that can be put into automotive cooling systems any time of the year," Dow's agency, MacManus, John & Adams, chose the medium for its "higher frequency to reach the consumer when he is in a purchasing frame of mind, such as driving his automobile."

Dow will saturate 100 to 150 "selected markets" with more than 100 spots per week each. The radio promotion was scheduled to begin this week and run through November. In addition, Dow will also purchase a number of local sports shows and football game sponsorships.

Du Pont's spot radio campaign will saturate 150 "key markets" with one-minute announcements for Telar. The Telar activity for both spot radio and network tv starts 15 September, will be heaviest in October and November and will taper off into December. Total expenditures for both media should reach \$2 million.

The network tv campaign for Telar calls for a "scatter plan" of 50 one-minute commercials spread throughout 11 network nighttime spot carriers, plus three minutes on the 30 September Du Pont *Show of the Month*. Included in the program list are *The Islanders*, *Adventures in Paradise*, *Riverboat*, *The Roaring '20's*, *Thriller*, *Naked City*, *The Outlaws*, and *Michael Shane*. Also, *Bronco*, *The Alaskans* and *Sugarfoot*.

About \$1 million has been set aside for all-media spending for the "one season" Zerex brand. Du Pont will make use of minutes on some of the same 11 shows, will use no radio.

Union Carbide will begin a "massive and concentrated" spot radio drive for Prestone in early October. More than 600 stations in the top anti-freeze markets will carry one-minute announcements at driving times and around sports shows during the six-week peak selling period.

Network tv plans for Prestone include one-minute commercials on 36 (five spot carriers, three co-sponsorships, one special), beginning this

week and continuing through early November. The *World Series Special*, to be aired Tuesday, 4 October, will be co-sponsored by Prestone.

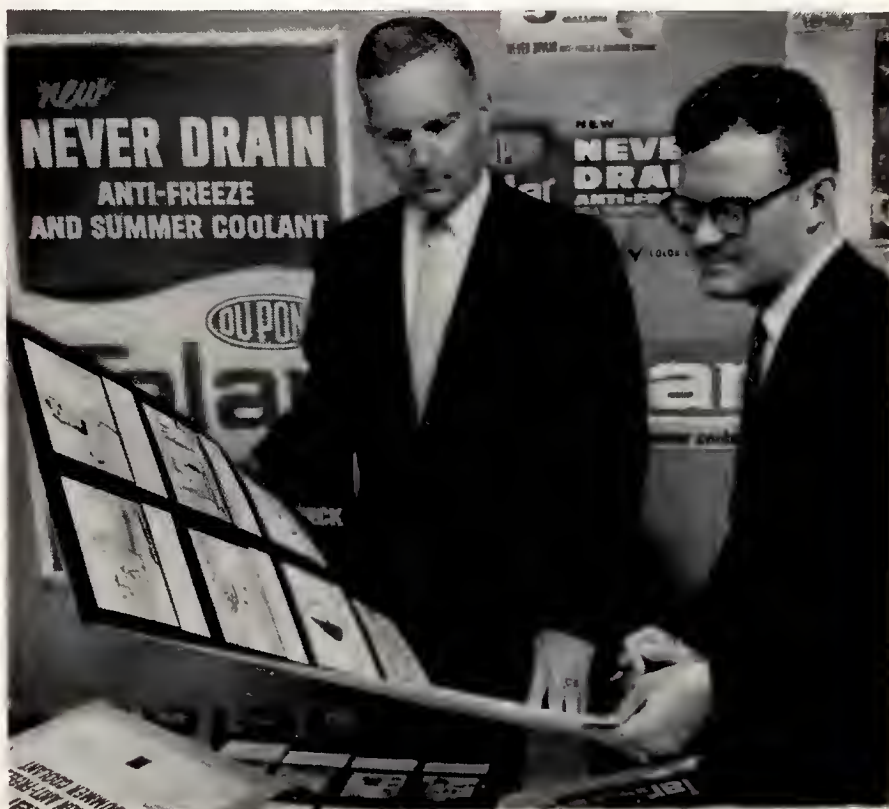
Prestone's other shows will include *Cheyenne*, *The Rebel*, *The Untouchables*, *Lawrence Welk*, *Maverick*, *Laramie*, *Dan Raven*, *Person to Person*, telecasts of 10 network programs and the NCAA Football pre-game warm-ups.

Station representatives report spot tv buying by the three top brands as "extremely light," "much less than last year" (1959: Prestone—\$154,310; Zerex—\$3,220, according to

TvB), "not much to speak of," and "practically nothing."

Another name, the Houston Chemical Co., has entered the picture for the first time this year. Houston purchased the automotives-chemical division of Commercial Solvents Corp. last June and, according to a spokesman, will become a basic manufacturer of ethylene glycol with the completion of a new plant in Beaumont, Texas. Commercial Solvents never produced the basic product.

At present, the New York firm does a "big private label business," and its
(Please turn to page 57)



DU PONT ad manager Bill Carty (left, above) and assistant Jerry Blackwood, check tv story board. Telar campaign is "the largest yet to introduce a DuPont product."



A. H. BRUST (l), ad mgr., Union Carbide Consumer Products Co., heads drive to keep leadership for Prestone. Millard J. Hooker is Dow Chemical Co. ad manager.

The big-market take in spot tv

✓ FCC figures for 1959 underline the heavy share of spot video revenue cornered by the major market areas

✓ Top 10 markets accounted for more than 40% of the take; 80 areas with three or more outlets garner 81%

The extent to which the major markets have grabbed the lion's share of the spot tv business is underlined by the recently-released FCC figures for 1959 detailing the video industry's state of financial health.

Analysis of last year's data shows

THE SPOT TV TIME SALES IN 77 MARKETS WITH

MARKET	1959	1958
ALBANY-SCHENECTADY-TROY, N. Y.	\$3,279,405	\$2,903,186
ALBUQUERQUE, N. M.	529,902	405,831
ALTOONA-JOHNSTOWN, PA.	1,902,886	1,753,191
AMARILLO, TEX.	558,295	532,081
ATLANTA, GA.	3,882,260	3,116,536
AUSTIN, ROCHESTER, MINN., MASON CITY, IA.	675,986	471,982
BALTIMORE, MD.	5,791,622	4,192,395
BOISE-NAMPA, IDA.	264,712	N. A.
BOSTON, MASS.	13,191,035	10,081,366
BUFFALO-NIAGARA FALLS, N. Y.	6,081,427	3,810,010
CAPE GIRARDEAU, MO., PADUCAH, KY.	1,137,936	801,368
CEDAR RAPIDS-WATERLOO, IA.	1,570,413	1,282,053
CHARLESTON-OAK HILL-HUNT. W. VA. ASHLAND, KY.	1,785,071	1,465,700
CHATTANOOGA, TENN.	789,939	627,303
CHICAGO, ILL.	25,326,700	19,852,448
CINCINNATI, OHIO	5,226,882	4,336,947
CLEVELAND, OHIO	9,004,293	7,328,307
COLORADO SPRINGS-PUEBLO, COLO.	422,896	306,666
COLUMBUS, OHIO	4,037,519	3,457,999
DALLAS-FORT WORTH, TEX.	4,528,841	3,607,315
DENVER, COLO.	3,339,662	2,758,743
DES MOINES-AMES, IOWA	2,354,917	1,793,162
DETROIT, MICH.	10,042,253	8,729,100
EL PASO, TEX.	688,084	617,265
EVANSVILLE, IND.-HENDERSON, KY.	688,194	539,875
*FLINT-SAGINAW-BAY CITY, MICH.	1,430,015	2,479,633
FORT WAYNE, IND.	919,222	853,341
FRESNO, CAL.	1,560,522	1,457,154
GREEN BAY-MARINETTE, WISC.	949,858	926,457
GREENVILLE-SPARTANBURG, S. C.-ASHEVILLE, N. C.	1,175,812	1,013,190
HARRISBURG-LANCASTER-YORK-LEBANON, PA.	2,517,521	2,202,940
†HARTFORD-NEW HAVEN-NEW BRITAIN-WATERBURY, CONN.	5,922,295	4,135,175
HONOLULU, HAWAII	937,200	858,330
HOUSTON-GALVESTON, TEX.	4,811,299	3,806,012
INDIANAPOLIS-BLOOMINGTON, IND.	5,219,715	4,510,230
KANSAS CITY, MO.	4,939,280	4,206,920
KNOXVILLE, TENN.	1,002,633	863,991
LAS VEGAS-HENDERSON, NEV.	218,647	194,230
LITTLE ROCK, ARK.	1,012,824	876,654
LOS ANGELES, CAL.	28,544,778	21,547,900

1959 non-network time sales (future commissions to agencies and reps) to national and regional advertisers as reported to FCC by stations. *Includes Waterbury added, Bristol dropped in 1959. The 1959 totals for markets with three or more stations include non-published time sales figures from

at the top 10 markets (in terms of spot tv revenue) garnered more than 50% of the spot take. Specifically, of the \$424 million rung up by some 25 commercial video outlets, about \$175 million was funneled to the 41 stations operating in the top 10 areas. The revenue hikes registered in New York and Los Angeles—No. 1 and No. 2, respectively—were striking. Though, percentage-wise, New

York's increase was not much higher than the national spot tv average, the growth from \$43 million in 1958 to \$53 million in 1959 was a sign that its attraction to advertisers has not dimmed. L.A. did even better, rising from \$21.5 million to \$28.5 million.

In the 80 markets with three or more stations (those markets for which the FCC breaks out revenue data), the share of spot revenue came

to 81% in 1959. The year before the three-or-more-station markets accounted for 80.4%.

Fortunately, few markets had anything to complain about as nearly all showed spot tv increases of one kind or another. Over-all, spot tv marked up a better showing than either the network or local tv sectors. Whereas spot's increase was 22.9%, network time sales increased only 5%, while

THREE OR MORE STATIONS, ACCORDING TO THE FCC

MARKET	1959	1958
MADISON, WISC.	816,604	727,669
MEMPHIS, TENN.	2,851,841	2,434,880
MIAMI, FLA.	4,658,725	3,739,250
MILWAUKEE, WISC.	5,514,731	4,822,598
MINNEAPOLIS-ST. PAUL, MINN.	5,069,538	4,360,940
MOBILE, ALA.-PENSACOLA, FLA.	962,562	798,304
NASHVILLE, TENN.	1,609,265	1,271,154
NEW ORLEANS, LA.	3,127,200	2,749,199
NEW YORK CITY, N. Y.	53,851,982	43,633,896
NORFOLK-PORTS.-NEWP. NEWS-HAMPTON, VA.	2,004,367	2,013,988
OKLAHOMA CITY-ENID, OKLA.	2,837,652	2,196,012
OMAHA, NEBR.	2,414,862	2,058,182
ORLANDO-DAYTONA BEACH, FLA.	714,132	873,251
PEORIA, ILL.	977,404	845,440
PHILADELPHIA, PENN.	16,278,444	12,169,328
PHOENIX-MESA, ARIZ.	1,467,115	1,213,501
PITTSBURGH, PA.	10,782,150	8,618,156
PORTLAND-POLAND SPRINGS, ME.	1,461,118	1,277,015
PORTLAND, ORE.	4,129,601	3,427,829
RICHMOND-PETERSBURG, VA.	1,286,808	1,275,493
ROANOKE-LYNCHBURG, VA.	1,140,628	1,111,893
ROCHESTER, N. Y.	2,246,297	1,824,415
SACRAMENTO-STOCKTON, CAL.	3,382,868	2,683,765
SALT LAKE CITY-PROVO, UTAH	1,384,452	1,131,844
SAN ANTONIO, TEX.	2,066,914	1,742,904
SAN FRANCISCO-OAKLAND, CAL.	9,715,695	7,504,311
SCRANTON-WILKES BARRE-HAZELTON, PA.	1,059,649	1,012,718
SEATTLE-TACOMA, WASH.	5,421,411	4,244,478
SOUTH BEND-ELKHART, IND.	720,972	525,692
SPOKANE, WASH.	1,794,017	1,619,301
ST. LOUIS, MO.	7,014,027	5,453,855
TAMPA-ST. PETERSBURG, FLA.	2,530,540	2,118,666
TUCSON, ARIZ.	467,812	361,655
TULSA, OKLA.	2,004,693	1,580,509
WASHINGTON, D. C.	6,947,540	5,669,044
WICHITA-HUTCHINSON, KANS.	1,829,009	1,541,439
YOUNGSTOWN, OHIO-NEW CASTLE, PA.	858,943	778,562
TOTAL 77 AD MARKETS	\$343,806,366	\$277,651,461
MARKETS WITH LESS THAN 3 STATIONS	\$ 80,399,521	\$ 67,489,455
GRAND TOTAL	\$424,205,888	\$345,140,916

Wailuku, Hawaii, Bakersfield, Calif.; Champaign-Urbana-Danville, Ill. The 1958 totals for markets with three or more stations include \$1,536,368 from Springfield-Decatur-Champaign, Ill.

cal business rose 10.6%

FCC data showed total broadcast revenues for 1959 were \$1,163.9 million or 13% above the \$1,030 million figure for 1958. This includes all income from the sale of time, talent and program material.

Profits were definitely in the healthy column over-all. The networks and stations cleared (before U.S. income taxes) no less than \$222.3 million, compared with \$171.9 million the year before.

As usual, the networks and their 17 o&o's accounted for just about half of total industry revenue. While the networks themselves took in considerably more than their owned stations (\$438.5 million compared to \$137.6 million), the latter accounted for 63.6% of the networks-plus-stations total profit of \$87.9 million.

Network o&o's aside, the pre-freeze and post-freeze groups of stations split the remaining revenue down the middle, though the former group of 93 outlets made more than twice the total profits of the latter. The pre-freezers averaged about \$1 million per station for a total of \$95.1 million. The post-freeze stations (411 in all) accounted for \$39.3 million in profits. However, the way it came out, the 322 vhf post-freeze stations cleared \$39.8 million while the 77 uhf outlets totaled up a net loss of \$500,000.

Though the uhf financial story is still one of red ink, the losses have been shrinking. Previous FCC reports showed a net loss of \$2.2 million for 79 uhfers in 1958 and a loss of \$3.5 million for 88 in 1957.

Uhf stations are not the only ones losing money. Of the 496 tv stations which reported data to the FCC for a full year of operation, 126 reported they lost money. Of the 107 pre-freeze stations (including the network o&o's), only nine moaned about ending up in the loss column, while among the 320 post-freeze vhf stations 83 said they didn't make money.

Of the tv industry's total revenues, \$890 million came from the sale of time and the rest from the sale of talent and program material.

The total time sales figure (that is, before commissions to agencies and reps) for 1959 was actually \$1,070.6 million.

AMF BRINGS IN HUMAN INTEREST



DESPITE blindness, Hank Davis, Rotterdam, N. Y., bowls in the neighborhood of 150. Bill Stern paid tribute to this achievement on his *Mutual Sportsreel*. With this type of human interest story, Stern pinpoints individual bowling alleys around the country on behalf of show's sponsor AMF

NETWORK RADIO: Right down AMF's alley

► Bowling division boosts the sport and its equipment via Bill Stern 'Sportsreel' nightly on Mutual network

► Firm fires up alley owners to promotional heights with on-air mention, tapes by Stern for local station use

It isn't enough for American Machine & Foundry to sell bowling alley proprietors on its "AMF" automatic pinspotter. The equipment is leased on a per-use basis, and that's where radio's three-phase assignment comes in.

The job:

- Promote the sport of bowling
- Sell bowlers on the AMF equipment and alleys that have it
- Encourage proprietors of AMF-equipped alleys to do extensive promoting on their own.

For over a year the radio portion of this triple task has been handled by the Mutual network, with sports-caster Bill Stern doing the fast talking. Stern's vehicle is *Sportsreel*, a

five-minute commentary program heard weeknights over approximately 325 stations, 8:30-35 p.m., est. Annual cost to AMF: \$200,000.

The amount of money involved is not overwhelming in relation to the total ad budget of AMF's Bowling Products Group, but the company expresses great satisfaction with the network's wide reach, the image Stern is creating for bowling, and the alley proprietor promotional enthusiasm the show has engendered.

AMF, first with automatic pinspotters, has an estimated two-thirds of the burgeoning bowling market, while the remaining third is covered by its only competitor, Brunswick-Balke Collender, which sells the automa-

equipment outright. The number of bowlers has shown a dramatic rise in each of the past three years. League activity is up 27% this year over last, with the number of registered bowlers has shown a dramatic rise in Surveys place last year's total bowler population at 22 to 25 million, and expectations are the figure will reach 27 to 30 million this year.

Initially Stern concentrated on selling bowling and AMF-equipped alleys. As of this past June, however, he began placing special emphasis on whipping up promotions among individual alley proprietors. To do this he brings news of goings-on at various alleys around the country into his sports commentary.

AMF laid the groundwork for this campaign with a mailing to all proprietors of alleys using its equipment, requesting that they send a description of their league activities, special promotions, and any human interest stories concerning their establishments. This has provided Stern a wealth of material for the bowling news portion of *Sportsreel*.

Often he tapes beeper phone conversations with proprietors who have a story to tell, broadcasting in interview form. Alley owners are informed of their on-air date so they can put

up signs urging their customers to tune them in. "The proprietors get a kick out of being on the nationwide hook-up with Bill Stern, and consequently they really come up with good promotions," points out Jerry Donovan, v.p., advertising-promotion, AMF's Bowling Products Group.

Additionally, in many instances proprietors have been encouraged by this initial radio exposure to buy their own spots on the local Mutual affiliate. Stern has lent his voice to this project also, by cutting tapes for those requesting them, saying a few words on behalf of their bowling alleys, for use in the radio spots.

The Stern show opens with a 60-second spot for bowling at the sign of the "Magic Triangle," symbol of an AMF-equipped alley. Copy originates at AMF's agency, Cunningham & Walsh. This summer it revolved around a "bowling is cool fun" theme and included a "cool fun" jingle. Then Stern launches his sports commentary, which involves feature-type stories as opposed to ball-game scores, and thus attempts to appeal to women as well as men. Following this Stern devotes varying lengths of time to bowling news; it may be a 30-second segment at the end or as happens about once a week, can take up the

entire editorial part of the program.

The human interest angle is of utmost import in Stern's selection of grass-roots howling news. A prime example is the story of blind bowler Hank Davis, Rotterdam, N. Y. (see picture, left-hand page), which Stern told in his broadcast of 29 June. Then there were the two spinster sisters in their eighties who are regular bowlers in Shelbyville, Ind.

Other types of bowling news that can win a herth for a local proprietor on the Stern show: noteworthy scoring; exhibitions by bowling stars; special leagues, such as for the handicapped, or arrangements for children at reduced rates.

And Bill Stern makes bowling news himself via his appearances at tournaments around the country. He tapes interviews with the principles for use on his program. "Identifying bowling with a personality like Bill Stern," says Donovan, "has generated much enthusiasm for the sport."

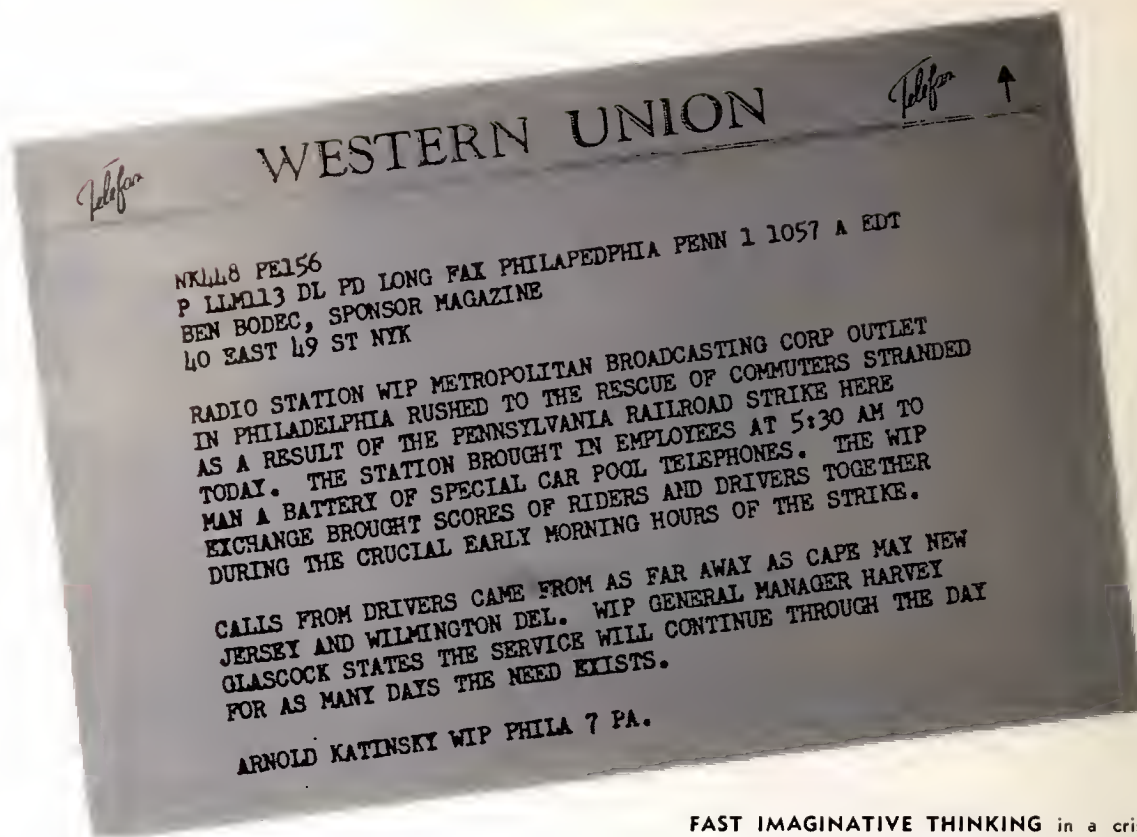
Nielsen ratings for the last two weeks in June, first week in July gives the show a 7.8 share of the in-home audience, or somewhat over 600,000 listeners. For the same period the show is estimated by Nielsen to have been tuned in by 48% of the automobile radios turned on. ▼

BILL STERN: MAN ON THE GO FOR BOWLING AND AMF



Stern travels to build bowling's image and gather bowling news for Mutual show. Here he's interviewing Jack Benny (l), Alley stockholder, and George Stevens (r), chmn., Assn. of College Unions, and bidding farewell to Boys Town group, guests of AMF at Omaha bowling tournament.





FAST IMAGINATIVE THINKING in a crisis situation, such as shown by WIP, Philadelphia, during Pennsylvania R.R. strike, is typical of new creative approach to radio public service

PART II: RADIO'S BIG NEW BURST OF CREATIVITY

'IDEA BATTLE' WOOS PUBLIC

- With 3,900 radio stations in grass-roots 'battle of ideas,' public gets huge variety of new services
- Program schedules dotted with dozens of creative features that draw stations closer to communities

Public service, once the dullest, dreariest phase of broadcast programming, is sparkling like a beauty queen as radio's fierce new creative battle rages at the grass-roots level.

But it's public service with a difference—public service that has tossed out the droning speeches and boring discussions that once were scheduled on slow nights at 10:15 p.m. and substituted fresh, meaningful, and effective new features.

Perhaps the best-known of these are

the "Community Calendar" programs now a staple on hundreds of stations. KSTP, Minneapolis-St. Paul, describes its Community Calendar as a "continuous service—announcements of rummage sales, pancake meetings, church functions, special art shows around town, etc., etc., etc."

With most newspapers reporting news only after it has happened, these Community Calendars are a local service of vast importance and high audience interest. Some stations,

AMERICA'S MOST CREATIVE MEDIUM

In this series "Radio's big new burst of creativity" SPONSOR presents little-known facts about the creative revolution in grass-roots radio which is giving it more real "editorial vitality" than any other medium. Last week, Part I outlined the reasons for the dramatic upsurge in program, sales and community service ideas.

WISN, Milwaukee, for instance, run five-minute Community Calendar features once every hour of the day. Many outlets use beeper phone interviews with club chairmen and presidents to listen up Calendar announcements.

"When a 50,000-watt CBS outlet in New York City takes time to announce a fireman's ball in Poughkeepsie, you can bet that the Community Calendar idea has proved its worth," says Wells Barnett of Blair.

Along with the Calendars there is the mushrooming of many other kinds of community services. To the old standbys, time and weather reports, creative radio men have added and are constantly adding so many new features that it is hard to keep track of them.

Take traffic reports. WGN, Chicago, claims that its Trafficcopter service "has more listeners and creates more excitement than any other single programing service in Chicago radio."

The vast amounts of time, imagination, and expensive equipment which stations devote to the job of keeping the public posted on travel conditions could amaze most people outside the industry.

Planes, helicopters, and mobile cruisers are on seven-day duty in many cities, spotting and reporting clogged arteries and traffic jams.

Several stations have extended their services to include (surprisingly with the co-operation of local police) Speed Trap Reports," warning where officers are staging special radar patrols.

Stations like WKMh, Detroit, don't stop with providing information on highway travel, but broadcast the "wills, won'ts, and maybes" of plane flights and bus and train schedules.

In the once prosaic field of weather reports there is a constant drive for new, more effective treatments. WKY, Oklahoma City, for instance, not content with reading Weather Bureau reports has installed its own radar scanning system for up-to-the-minute weather information.

A vast number of stations are broadcasting specialized kinds of weather reports—fishing weather, boating weather, farm weather, report weather and even picnic weather.

RADIO'S NEW COMMUNITY POWER

Easily the most dramatic phase of radio's creative and programing revolution is the increasing participation of radio stations in every aspect of community life. Pictures below, which are typical of hundreds received by SPONSOR, illustrate station activities at the hometown level. At top, farm service director Mike Carter, KFYZ, Bismarck, and two local bank officials judging station's 1960 Golden Wheat Contest. Center, station staffers of KOOK, Billings, give sidewalk broadcasts during annual "Crazy Days" promotion conducted by Billings merchants. Below, Ed Hamlyn, news director, WLW-D, Dayton, gets dunked during Red Cross Lifesaving Tournament sponsored by station. Most welfare and charitable organizations agree they get more creative and imaginative support from radio stations today than from any other media source.

Radio local public service promotions often involve sizable expenses, and many hours of careful, imaginative planning.

WNAX, Yankton, for instance, spent two years getting ready for its 1960 Soil Conservation Field Days and National Plowing Matches which are being held next week in South Dakota. But its foresight will pay off since both Senator Kennedy and Vice president Nixon have promised to make major speeches at the WNAX affair.



penitive battle to "mean the community" stations are up with all sorts of odd and original services, too.

WBAY, Green Bay, Wisconsin, maintains a Lost and Found service that not only broadcasts the plea of a woman shopper who "says she has lost her purse in a supermarket," but checks back by phone with the market, the police, and woman involved to see what results are obtained.

KQV, Pittsburgh, operates a Dial-a-Score Service that offers scores and answers for sports questions to listeners who phone in. In one month, July 1960, KQV had 256,056 Dial-a-Score calls.

A new public service feature that has caught on in many cities is the broadcasting of public school lunch-

con menus. Mothers listen to find out what Junior is eating at school that noon, then make their dinner plans.

Along with these regular services, (and there are scores more and dozens of new ones being invented every week) radio stations are staging hundreds of special events and promotions that are designed to link themselves more closely into the life of the community.

Pictured on page 37 are three which happened to come into SPONSOR recently. But it is only fair to point out that there are probably 1,000 other stations who will stage comparable, community service promotions during 1960.

Another dramatic change which is part of radio's "expanding new crea-

tive dimensions" is the originality and freshness which stations are giving to their treatment of drives for charitable organizations such as the Heart Fund, Red Cross, Community Chest, and March of Dimes.

Rather than being content with reading routine announcements or broadcasting lengthy speeches, radio men are applying astonishing amount of creative ingenuity in "personalizing, humanizing, and localizing these appeals.

The Heart Fund is the richer, for instance, because several stations have the idea of recording the heart-beat of a prominent local citizen and broadcasting it as part of a "Guess who it is" contest.

In times of disasters, crises, and emergencies (see the WIP wire on

EVEN 250-WATTERS ARE HEP IN LOCAL AFFAIRS

THAT RADIO'S brightness, imagination, and creativity in handling community affairs is not limited to a handful of powerful outlets is well illustrated in this past summer's log of WOCB-AM/TV, West Yarmouth, Mass.

WOCB, a year-round 250-watter serving the Cape Cod Area, scooped all national media in its handling of Senator John F. Kennedy's triumphant return home to Hyannisport after the Democratic Convention in Los Angeles.

To station personnel the Kennedy family are neighbors and fellow Sunday golfers. Other newsmen, waiting to welcome the Senator's plane, failed to recognize brother Bob Kennedy at the airport. WOCB was interviewing him on the air as the plane landed, picked up Jack Kennedy's address, followed with comments from Kennedy friends in the crowd. During the Senator's vacation, WOCB fed Mutual and WEEI Boston with beeper phone reports, taped interviews with such celebrities as Stevenson, Reuther, Johnson.



age 36) the speedy and effective eativeness displayed by radio men is no parallel in any other medium.

In the intensely important area of cal politics, radio has broken down e old formulas of dull, boring po- lical speeches and found new, mean- ingful methods of presentations.

KYW, Cleveland, to sight just one ample, has a half-hour show called *Poliscope*, broadcast five nights a eek, which explores in detail every ase of local and national policies.

Says KYW, "Not only does Polis- pe report on national and local ections, legislative sessions and pub- officials, but it also tells why the ousing inspector knocked at the useholder's door, what the upcom- g noise ordinance in suburban aker Heights means to the resi- nts of this upper-class community, ay the price of milk, controlled as it by law, is going up next week, d why no tax reduce this year.

A key feature of KYW's *Poliscope* its heavy emphasis on suburban litical activities, an area seldom vered adequately by metropolitan wspapers.

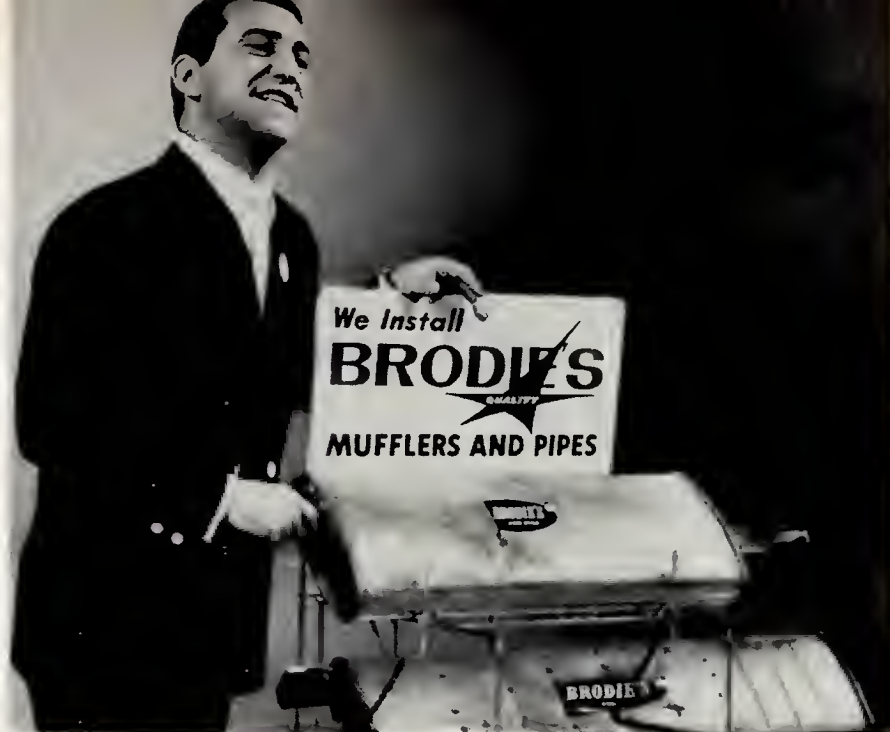
Actually, radio's "grass-roots bat- of ideas," particularly in the field community service, is having its eatest impact on the position one ls by the newspapers.

With 3,900 stations (and five to 30 every important market) locked in fierce competitive struggle to dis- ver new ways of serving local audi- es better, the role of the local wspapers as a vital, dynamic com- munity force, is being challenged ery hour of the day.

And of course, community public vice is only one phase of radio's eiting new creative revolution.

Subsequent articles in this SPONSOR ies will detail the fast-moving de- opments in both music and talk graming that are erupting within industry, as well as the dramatic ty of radio's rapidly expanding es coverage, and increasingly ef- ive editorializing.

"Radio," says one enthusiastic pa- nt owner," is the most dynamic ce for good in American com- munity life today." SPONSOR believes ould be difficult for any impartial erver to refute this claim.



COMEDIAN SOUPY SALES, as he appeared on WXYZ-TV, Detroit, for Brodie Mufflers, with his bantering friend, the 'whispering muffler.' A biting repartee finds Soupy on the losing end

THE WHISPERING MUFFLER MAKES LOUD SALES JUMP

Today, a Detroit resident, if he tunes in his radio or tv set, will probably hear a spot commercial for Brodie's whispering muffler.

Next month, sport enthusiasts will be urged to buy the Brodie product while listening to the American and National League football games.

Several months ago, the Brodie name was tied in with the *Soupy Sales Show* on a regular basis.

Is Brodie fickle or is there a point behind this switching? Donald Landy, creative director of Fred Yaffe & Co., explained his client's philosophy of air media buys in one word: flexibility. The muffler installer's aim is to reach all people with varying interests; therefore, buys are made on many types of shows, at different hours of the day.

If, less than two years ago, Nathan Brodie had been told he would be making such radio tv purchases today, he would have been a mite skeptical. He was at that time the owner of three small muffler installation shops in the Detroit metro area with combined sales of \$500,000. He is today, the proprietor of 18 Brodie shops and affiliates spread through-

out Flint, Lansing, Grand Rapids, Cleveland, and the automobile city, with 1960 sales expected to reach \$3 million.

In late 1958, Brodie was placing his own ads in print. He then decided to venture a small investment in tv spots and thus began his association with Fred Yaffe, a small Detroit-based agency. The original buy consisted of minutes on the *Soupy Sales Show*, a late-night, comedy-variety on WXYZ-TV, three nights per week.

After 10 weeks, the advertiser left the *Soupy Show* and made a "grass-cutter" purchase (three nights one week, two the next) on the *John Parker Sports Show*, WWJ-TV. He returned to the late-night comic a short time later, remaining with him until the show was discontinued this year.

The Brodie image in the Detroit area has been built around the theme "They whisper." Soupy's commercials include a repartee between a six-foot cartoon muffler and the comedian. A typical retort from the whispering muffler: "Is that a face, or an album cover?" Each sales pitch is

(Please turn to page 84)



TRAFFIC JAM, such as this staged at Fitzgerald Adv., New Orleans, reception room, results when media reps "drop by," don't make appointments

New relief for old time squeeze

❖ Agencies streamline media staff and media salesmen interchange so they can better accommodate pitches

❖ Pre-screened presentation material and specific appointments encourage faster and better sales, buys

The post-Labor Day push for business is on, bringing with it mounting pressures on radio/tv salesmen to make presentations to agencies—and on agency media people to hear them. But both seller and buyer are caught in a time squeeze, and this season thoughtful agency executives are using more imagination than ever before to solve the problem of escaping this bind.

It is simply—and typically—Arthur Pardoll, associate vice president at Foote, Cone &

Belding Advertising agency, New York.

"In a single month, I make at least 100 contacts—individual, face-to-face discussions with media people making an informal sales presentation. And in that same month, I—as well as others in our media group—sit in on at least a dozen, major flip-card, full-blown presentation sessions."

He and other media executives report that the number of would-be and actual presentations from media representatives is growing. Increasingly,

their task is to streamline media agency relationships and, particularly, the two primary components of that interchange: personal visits or pitches and group presentations.

Big, medium, and small agencies all over the country are confronted with the difficulty of reconciling the need to see media people and learn new information with the fact of limited time during the work day. Most shops are taking specific and direct action to simplify and shorten the meeting of media salesmen with media buyers.

Among their moves:

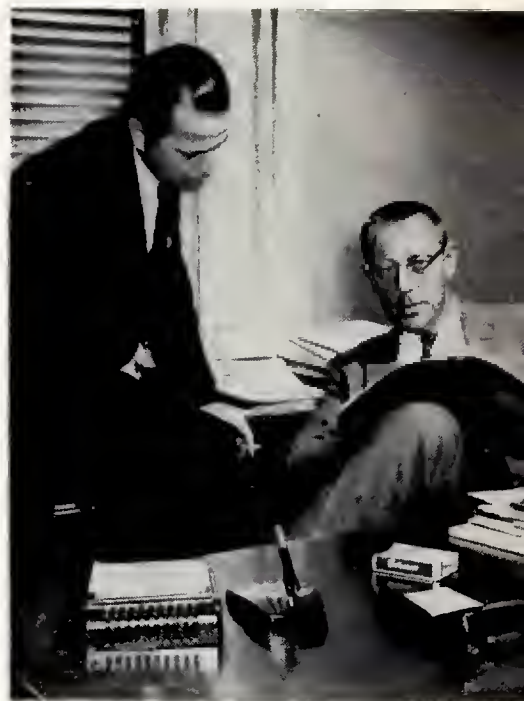
- Screening all major presentations—whether it be a film strip, easel, chart or brochure format covering significant media factors—in advance of any agency showing.

- Pinpointing, through a single liaison person, the agency personnel who they feel should attend such a



PILE-UP of printed media presentation material is avoided with Fitzgerald's new streamlined tactic of pre-screening all such data before group or client exposure. L to r, Don Harris, v.p., dir. of med. plans; Boyd Seghers, asst. brdcast. dir.; H. E. McDonald, v.p. for med., res.; Peter Pih, mgr., med. res. McDonald says "the morass of competitive media presentations poses a real problem in any ad agency." Other agencies are inclined to agree with this view

ORDER FROM CHAOS comes from new streamlining by Fitzgerald's Don Harris, (l), and H. E. McDonald, (r), who check out basics of presentations for channeling. McDonald says "Some are very good, many are mediocre and a few are worthless." Today, advertising agencies are asking for briefer, more pinpointed new information from media salesmen



presentation, rather than issuing a blanket invitation to all media staffers.

- Asking media representatives to make specific appointments with buyers or media executives and eliminate the casual "dropping by."

- Encouraging media salesmen to present only *new* information, to get to the sales point as fast as possible and to omit "flowery prose and impassioned pitching," as one agency vice president termed it.

He thinks "a lot of broadcast people forget that most of us see representatives of *all* media. In the area of sky advertising, alone, I can think of four devices—dirigibles, one that projects a picture against the sky, one that trails along banners with imprinting, and the regular skywriting, smoke technique.

"If you add newspapers, in their many forms, as well as outdoor, spot, network and local television and spot, network and local radio, car cards, trade and consumer magazines, and new ideas being introduced every day, you begin to see the vast and uncount-

able number of pitches which we're asked to hear or see every hour."

This intensifying demand on media executives and buyers backgrounds the streamlining now going on in almost every agency media department.

At Fitzgerald Advertising in New Orleans, H. E. McDonald, vice president of media and research, is asking the cooperation of media representatives in "pre-screening all presentations before a final group presentation," with this screening being handled by Abbott Davis, broadcast media director.

Adds McDonald, "It is our intention to be helpful to media representatives. This is not an attempt to alter or block their sales delivery to our account people and clients. We have found that pre-screening saves time and often sharpens a media presentation."

Fitzgerald has also asked media salesmen "to make definite date and time appointments with media personnel and account people." This agency, because of its location, has frequent

out-of-town media visitors. Says McDonald, "We want to make their trip productive. We can do this only if they give us advance notice of the arrival so we can set up definite interview schedules."

Much spontaneous visiting still goes on, of course, and always will. But the trend is to discourage the drop-by habit whenever possible. Philip C. Kinney, media director of Reach, McClinton, New York, sees people only by appointment because of the many demands on his time. His buyers try to stick to an appointment schedule, but there are exceptions when this isn't feasible.

Kinney has introduced a screening system which he thinks saves time for everyone but which also makes for more efficiency and productivity. "I ask media representatives for a paragraph describing the presentation they wish to give. Then, on the basis of this information—as well as the rep's reputation for contributing knowledge we can use—I schedule the

(Please turn to page 58)

D. P. Brother buyer decides on station buys in isolation . . . while confirmed decisions are phoned to reps by secretary



AWAY FROM ringing phones and rep visits, Brother timebuyer Dick Hoffman looks over station data submitted by reps. Buying selections made, Hoffman's secretary phones confirmations to reps. Plan eliminates former confusion.

'Don't call us—we'll call you'

❖ **Detroit ad agency cuts off buyer from reps during timebuying week and gets rid of last minute snags**

Last year, after a particularly trying work day (and confronted by a national campaign), Jack Walsh, D. P. Brother's chief timebuyer, and Watts Wacker, the agency's v.p. and media director, sat down in the company's Detroit office, wearily appraised the timebuyer's hectic schedule, shook their heads, and decided to "light one candle instead of cursing the darkness."

The decision resulted in the formation of a new, and radically different plan which, they hopefully opined, would "emancipate our buyers and restore order to the timebuying function."

Now, after a solid year of experimentation behind them, officials of the Brother agency (who have become increasingly active in spot radio timebuying) are completely sold on the new plan. Based on simple principles, the revised plan, according to Walsh, goes like this: Immediately after receiving an okay

from the client on a forthcoming radio campaign, a request for availabilities is sent to all representatives containing pertinent information on the campaign (a list of the markets involved; lengths of spots desired; broadcast periods of the day; the schedule's opening and closing dates; and data to be submitted by the reps).

Then—and here's the crux of the new technique—a week's period is designated during which the actual purchase is to be made. The reps are asked not to contact the buyer either by phone or in person—emergencies excepted—during this one-week period. They are advised, instead, to submit all availabilities and data by mail, or to deposit them in the lobby. All orders will be then telephoned to the representatives by the timebuyer's secretary.

By this plan, the reps then have several weeks, or months, on each account during which they have ample time to review their station's rating

progress, success stories—and should they desire—submit actual broadcast tapes which can be played in the agency's broadcast department via a unique tape recorder hook-up.

So pleased are Brother agency men with the new timebuying method, they marvel at the manner in which they endured the old way. "When I look back on the shouting, haranguing, and desk pounding of those days," says Jack Walsh, "I am almost sorry that we have enclosed ourselves in a quasi-library silence during buys—but not sorry enough to return to the days of the midnight tap on the dining room window and a neighboring rep's voice in the dark entreating, 'Let me come in and help you buy it.'"

The existing need for a less frantic timebuying schedule was inspired not only by observing their own timebuyers, Brother's chief timebuyer told SPONSOR, but by a series of five SPONSOR articles, early in 1959, which detailed a number of serious problems plaguing the radio industry. Among them, the buying-selling function.

Further stimulus was provided through SPONSOR's regular features (Please turn to page 57)

There are two ways about it

✓ Well planned, written tv commercial produces for Omaha Chevy dealer, while Florida man finds ad-lib best

✓ Florida dealer gives some airtime to area public service appeals and bolsters popularity, number of sales

That there is more than one way to "skin a cat" was proved by two Chevy dealers who used totally different tv selling approaches to get the same result: success.

The dealers are Hulac Chevrolet of Omaha, and Vic Potamkin Chevrolet, Miami. The sales messages, as dissimilar as day and night, are carefully planned and written commercials; and off-the-cuff ad-libs.

Both were used, and both were found equally effective in selling the same product. The dealers, however, take separate and strong stands in behalf of their preferred methods.

Says Walt Hronek, Hulac sales manager, "Advertising that doesn't have good production behind it, is a waste of money." On the other side of the fence is Vic Potamkin who is quick to tell you of the tremendous popularity scored by brother—and company co-owner—Nat, who ad-libs one-minute commercials over Miami's WPST-TV, six nights a week, during the late movie.

Master ad-libber Potamkin not only sells Chevies; his popularity now places him in demand by numerous civic organizations and charities as appeals spokesman.

Comparative newcomers to the area, Potamkin brothers took over the Miami Beach, 18-year-old Chevrolet franchise in July 1957. Their first advertising approach was a \$35,000 ad campaign in local newspapers during the first three months. Results here, according to the Potamkins were "not in line with the expenditure." The growing popularity of their tv commercials, however, have resulted in an advertising budget which gave over \$26,000 to tv and something less than \$5,000 to newspapers, since April, this year.

According to the Florida Chevy dealers, since April, a record number of cars have been sold, not only to Miami folks, but to buyers who have come from places as far away as 160 miles.

The increasing business is attributed directly to Nat Potamkin's soft-

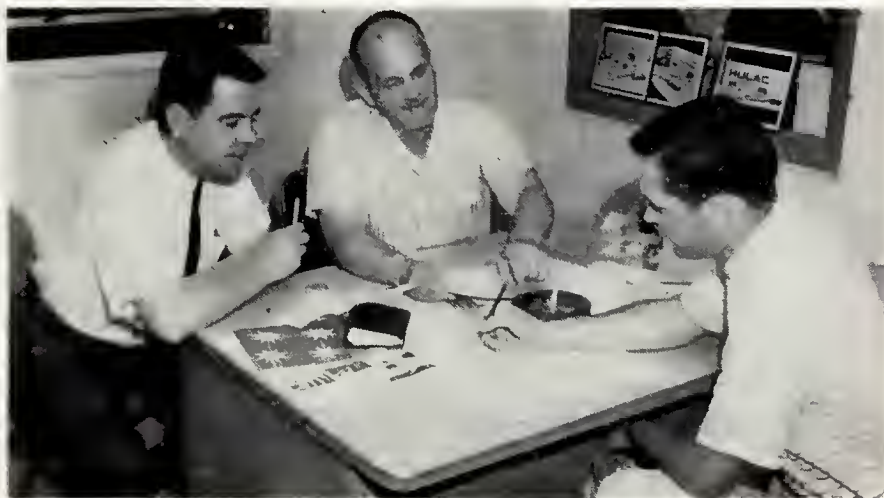
sell, completely ad-lib commercials, say the car dealers, who also told SPONSOR that much good-will and additional customers have been accrued through the ad-lib public service which takes up a goodly portion of the Potamkin air-time.

The Omaha Chevy dealers, on the other hand, take a dim view of commercial informality. They've had experience with both, says Hulac. What's more, they're setting sales records which prove the value of "sound promotion and production."

A year ago, Hulac Chevy dropped all national display advertising in

(Please turn to page 57)

THE PLANNING of Omaha's Hulac Chevy commercial keeps busy KMTV operations director Howard Hunter (l); Walt Hronek, Hulac sls. mgr. (c); and KMTV staff artist Ken Philo



THE RECORD number of car sales chalked up by Vic Potamkin, Chevy, Miami, is accredited to smiling co-owner Nat Potamkin, shown here getting ready to go into his ad-lib commercial



REPAIR



To tell you
more about **SPOT**
and the Stations
and the Banks we represent



PETERS, GRIFFIN, WOODWARD, INC.

*...and these are the fine Television Stations
and Markets we represent:*

EAST, SOUTHEAST

		CHANNEL	PRIMARY
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WTTG	Washington	5	IND
WCSC-TV	Charleston, S. C.	5	CBS
WCHS-TV	Charleston—Huntington, Ashland	8	ABC
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem—Greensboro	12	NBC

MIDWEST, SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport—Rock Island	6	NBC
WDSM-TV	Duluth—Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WMBD-TV	Mobile	5	CBS
KPLR-TV	Omaha	6	NBC
KARD-TV	Portland	5	CBS
KFDM-TV	Portland	5	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Ft. Worth—Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN AND WEST

KBAK-TV	Bakersfield	29	CBS
KBOI-TV	Boise	2	CBS
KBTU	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU-KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle—Tacoma	7	CBS

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
ATLANTA

CHICAGO
DALLAS

DETROIT
FT. WORTH

HOLLYWOOD
SAN FRANCISCO

BOSTON
ST. LOUIS

*...and these are the fine Radio Stations
and Markets we represent:*

EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WSOC	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000
WSJS	Winston-Salem	600	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC		980	5,000
KFRM	Kansas City	550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP		820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
KTRH	Houston	740	50,000
KBUZ	Phoenix	1310	5,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB		590	5,000
KHBC	Honolulu—Hilo	970	1,000
KGBS	Los Angeles	1020	50,000
XEAK	San Diego	690	50,000
KQBY	San Francisco	1550	10,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
ATLANTA

CHICAGO
DALLAS

DETROIT
FT. WORTH

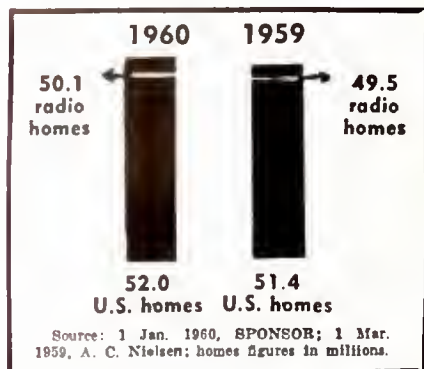
HOLLYWOOD
SAN FRANCISCO

BOSTON
ST. LOUIS

Facts & figures about radio today

1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

End of July 1960				
	Stations on air	CP's not on air	New station requests	New station bids in hearing*
Am	3,491	115	593	204
Fm	746	196	72	36

End of July 1959				
	Stations on air	CP's not on air	New station requests	New station bids in hearing*
Am	3,388	125	476	163
Fm	628	160	42	22

Source: FCC monthly reports, commercial stations. *July, each year.

Radio set index

Set location	1960	1959
Home	106,007,095	98,300,000
Auto	40,387,449	37,900,000
Public places	10,000,000*	10,000,000*
Total	156,394,544	146,200,000

Source: RAB, 1 Jan. 1960, 1 Jan. 1959, sets in working order. *No new information.

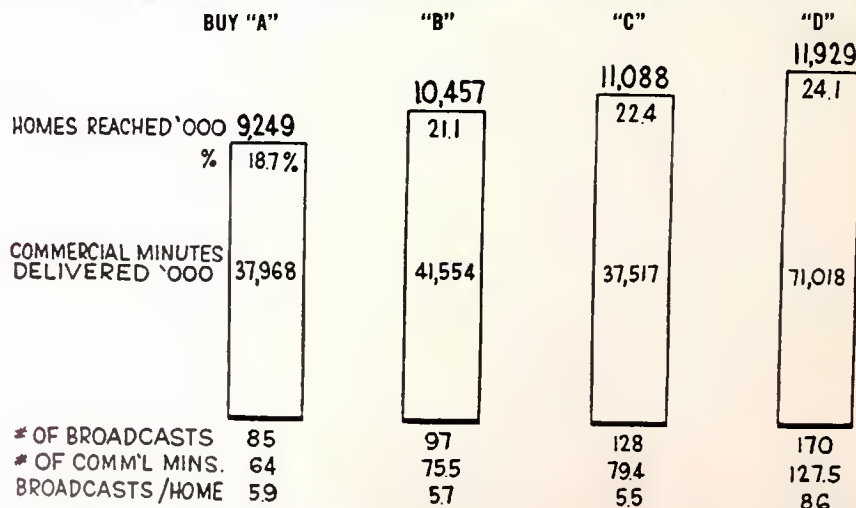
Radio set sales index

Type	July 1960	July 1959	7 months 1960	7 months 1959
Home	573,363	526,827	4,451,721	3,685,708
Auto	328,009	254,725	3,651,101	3,154,921
Total	901,372	781,552	8,102,822	6,840,629

Source: Electronic Industries Assn. Home figures are estimated retail sales, auto figures are factory production. These figures are of U.S. production only. Radios in phonographs add another 15-20% to the home sales figures.

2. CURRENT NETWORK PATTERNS

How end results of typical network radio buys vary Dec. 1959



The chart above, compliments of A. C. Nielsen Co., shows a group of actual network radio buys over a four-week period. Note that homes reached for buy "D" is about 29% higher than buy "A" although commercial minutes delivered are double.

Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

the *Plus* of adults



Adults control 98% of U. S. income.* WBT
has a higher percentage of adult listeners
than any other Charlotte radio station.**

* U.S. Dept. of Commerce

** N.S.I., 1958

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

What are the latest trends in local live tv

William N. Davidson, v.p. & gen. mgr., WNBC & WNBC-TV, New York

At WNBC-TV, New York, our live programming emphasizes information, news, and service to the community. We feel that the immediacy and flexibility of live programming best serves



Immediacy and flexibility of live best serve news, information format

those purposes, while the economic factors of local television programming indicate that filmed and tape programs can offer the best in the fields of drama and general entertainment.

This does not mean that we offer no entertainment in our live shows. In our year-round *Sunday Gallery*, a live program presenting famous concert artists as well as other subjects in the field of arts, we are providing entertainment of the highest order, as well as filling a cultural need in the community.

Hi Mom, a daily hour-long live program, features not only solid information of great interest to the housewife and mother, but strives to entertain the family as well. There are discussions and interviews with doctors, nurses, and authors; but there are Paul and Mary Ritts, too—two of television's finest and funniest puppeteers, plus such guests as Jerry Lewis and Hermione Gingold.

When there is an immediate community problem that needs urgent airing, our live programming accepts the challenge, often pre-empting a filmed show. On 24 hours notice, WNBC-TV could—and did—present a one-hour special live program presenting the Mayor, the Police Commissioner, and the head of the Youth Council on the urgent problem of juvenile delinquency which had flared up in a wave of crime the day before.

On *Direct Line* the station offers its viewers the opportunity to question their public officials directly by telephoning them right at the WNBC-TV studios. Their pertinent questions are often based on the day's headlines. To be as timely as that such a program must be live.

There is a place for both live and filmed programs on local television and we strive to maintain an intelligent balance between the two, with the aim of using each form to its best advantage, while keeping the needs of the community in mind.

Herb Cahan, program manager, WBZ-TV, Boston

Ten or 12 years ago we could answer that question easily, because it was then inevitable that the feature film dam was about to break, and out of it would come the foundation upon which most local programming has been built.

This supply is not going to dry up, or become outmoded within the next year. There will be some replenish-



Trend in public service segments blended into body of commercial shows

ing for the immediate future with the release of the major studios' post-'48 films. But local television, at least in major metropolitan areas like Boston, is approaching a maturity that will see the development of news and public affairs programming as the most important factor in the local schedule.

I am not predicting the demise of children's shows of all types (both live and film), feature and syndicated films, sports telecasts, bandstand shows, and other local staples. But as our daily life, locally and worldwide, becomes more complex, — and the necessary renaissance of our value

system takes place, through the leadership supplied by responsible broadcasters, — the city, nation, and world around us become closer, and we become more intimately involved.

This will result in meaningful and entertaining programming on network and regional levels, as well as local. The trend has already begun, and eventually will fulfill some of the goals for which many broadcasters have strived and hoped for years.

At WBZ-TV, expansion of our news department continues, with resultant increased coverage and frequency of newscasts. I foresee increased activity in news-oriented specials, such as those which this past year took WBZ-TV across the U.S., Africa, the Middle East, Korea, and into Inner and Outer Space.

I detect a growing confidence among local programmers for the kind of stanza which used to be labeled "minority appeal." The rating services show that not only public affairs formats in general, but detailed examinations of specific small sections of interest draw a cosmopolitan audience composition.

The blending of public service segments into the body of commercial shows, a topic which caused considerable furor at the Public Service Programming Conference in San Francisco last fall, seems to be a steadily increasing occurrence.

Tv must reflect the excitement of life to achieve that generalized responsibility of "servicing the public interest, convenience, and necessity . . ." and it will be stimulating and profitable.

John Comas, exec. dir. of programming, WJSR-TV, Winston-Salem, N. C.

A station's personality is best reflected through its local programming. Network and syndicated programs look basically the same to the viewers on any channel. Even though initiative and imagination can add substantially to the over-all effect

Shows?

en applied to syndicated programs and local announcements, perhaps the greater opportunity lies in the field of local programming. In view of the economics involved, there are those who believe the trend is toward more local programming. A good local show works out on the re-run problem. A



Use of local personalities, to provide better program audience identification

All-produced local show offers unlimited opportunities for a strong community tie-in. Strong local personalities offer unlimited promotion possibilities. This much is obvious. The problem: find and develop the local personality; build the local program with sufficient entertainment value to gather and hold the audience. Since there is no tried and true established formula for successful local programming that will work in every market, a start must be made in the direction of determining what type of material will be most effective in a given area. This might take the form of a musical show, a quiz program, a discussion feature or something new and entirely different. The ultimate aim should be to create a format that will attract viewer attention and provide effective communication. Sometimes the key can be found in the local personality.

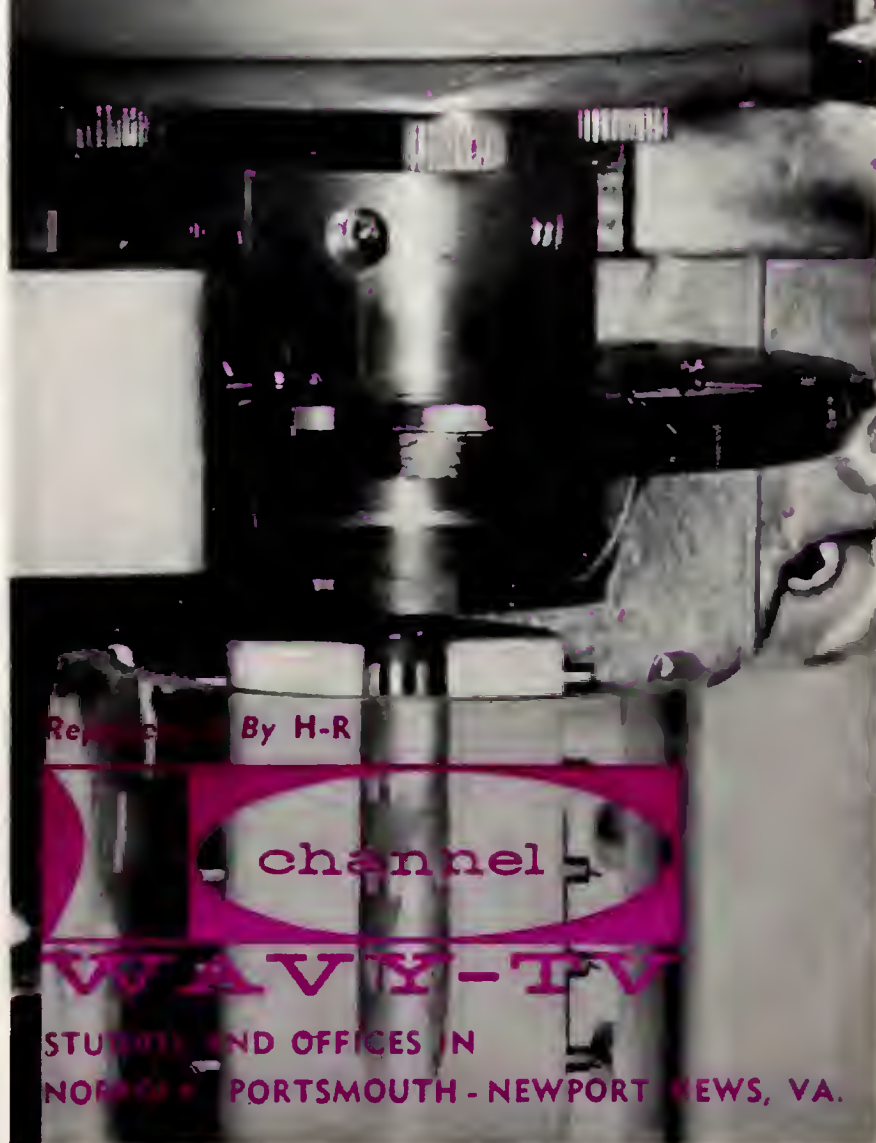
An unusual personality sometimes can be found outside the industry. A local character, a teacher, a talented youngster may harbor a fresh new potential for the observant producer who is willing to try a fresh approach and spend the necessary time to develop a latent talent.

The television industry cries out for imagination, dimension, growth and dedication. The challenge is tremendous, opportunities unlimited. ▀

This is a Television Tape Recorder...

This is WAVY-TV

Two RCA television tape recorders make Channel 10 production sharp, clear and tight. They enable the WAVY-TV program department, at their leisure, to produce top quality commercials and programs; to insure the peak in good television viewing, and commercials that sell.



Represented By H-R

channel

WAVY-TV

STUDIO AND OFFICES IN
NORFOLK - PORTSMOUTH - NEWPORT NEWS, VA.

CHANNEL 9

WTVM

COLUMBUS, GA.

- **A Great New Market!**
82% unduplicated audience on the only primary ABC station between Atlanta and the Gulf!
- **Top ABC Programs!**
Shows like *Maverick*, *Cheyenne*, *The Real McCoys*, *Sunset Strip*, *Hong Kong*, *Lawrence Welk*, and *The Untouchables*.
- **The Best of NBC**
Programs like *Wagon Train*, *The Price Is Right*, and the *Huntley-Brinkley News* . . . plus top syndicated programs.

CHANNEL 9



COLUMBUS, GA.

Call the man from
YOUNG TV!



Ask about
availabilities on
WTVC CH. 9
Chattanooga, Tenn.

The #1 night-time
station in
Chattanooga!

National and regional buy
in work now or recently completed

SPOT BUYS

TV BUYS

American Chicle Co., Long Island City, N. Y.: Schedules for Chicle chewing gum begin 1 October in 15-20 top markets. Night minutes are being set for 13 weeks using light frequencies. Buyers: Paul Reardon and Jim La Marca. Agency: Ted Bates & Co., New York.

Best Foods Div. of Corn Products Sales Co., New York: Activity starts this month in about 15 markets for Mazola Oil. Placements are for 13 weeks, night minutes. Buyer: Jim Alexander. Agency: Lennen & Newell, New York.

Continental Baking Co., Inc., New York: Fall campaign of Hostess products reported here 1 August begins second week in September in about 50 markets. Day and night minutes, mostly in kid and family-appeal shows, run until the end of the year. Buyer: Arnold Goldstein. Agency: Ted Bates & Co., New York.

General Foods Corp., Jell-O Division, White Plains, N. Y.: Day and night schedules of minutes and 20's for Minute Rice begin 2 October. Fifteen-20 markets get about 10 spots per week. Buyer: Polly Langbort. Agency: Young & Rubicam, New York.

Peter Paul, Inc., Naugatuck, Conn.: Some spot is being placed this month to support network buy on PP Mounds and Almond Joy. Moderate frequencies of prime 20's and fringe minutes are being used for 10-13 weeks. Buyer: Joe Devlin. Agency: Dancer-Fitzgerald-Sample, New York.

Procter & Gamble Co., Cincinnati: Campaign for Lilt Home Permanent that was cancelled late July because of product problems, begins 19 September in the top markets. Prime time I.D.'s are scheduled through the P&G contract. Buyer: Dorothy Houghney. Agency: Grey A.A., New York.

Tidewater Oil Co., Eastern Div., New York: Flying A commercials with political slant start this month and run up until 8 November, in major eastern markets. Bulk of the schedule is nighttime minutes and 20's to reach men, with frequencies building as election time nears. Agency: Foote, Cone & Belding, Los Angeles.

RADIO BUYS

Duffy-Mott Co., Inc., New York: Campaign begins this month in a number of top markets on Mott's AM and PM juices. Six-week schedules are for traffic and day minutes. Buyer: Steve Suren. Agency: SSCB, New York.

Knemark, Inc., Brooklyn, N. Y.: Buying spots for Esquire shoe polish to start 26 September. Day minutes to reach the housewife will be scheduled for four weeks, light frequencies. Buyer: Laura Partridge. Agency: Mogul Williams & Saylor, Inc., New York.

WHEN DID THEY FIND TIME FOR WORK?

In agency "X", a real togetherness outfit, there is extensive exchange of birthday cards every year. Each executive sends one to all other executives, one to every worker and, naturally, one to the president. Each worker sends one to each executive (there are no secrets), one to all other workers, and one to the president, naturally. There are, naturally, twice as many executives as workers. Nine hundred cards are sent in a year's time.

How many workers in agency "X"?

The correct answer will win you a copy of Dover Publications' "Amusements in Mathematics"—plus one birthday card next time you're thirty-nine.* Oldtimers need not despair. There are different prizes for repeat winners.

**Plus a picture (personally autographed by our copywriter) of Sophia Loren or Jack Kelly, a couple of the stars who'll be seen in our new first-run, Grade A late-night movies.*

wmal-tv

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D.C.; WSVA-TV and WSVA, Harrisonburg, Va.

In Chicago



... O'Hare International, the "jet capital," is the largest commercial airport in the world. Its ten-square-mile complex now handles over 125 jet flights a day. And with the completion of its \$120,000,000 building program in 1962, it will be capable of handling twelve million passengers annually!



In Chicago

WGN

TELEVISION

*—owned and operated by
Chicagoans—is dedicated to
quality programming and
community service.*



WGN IS CHICAGO

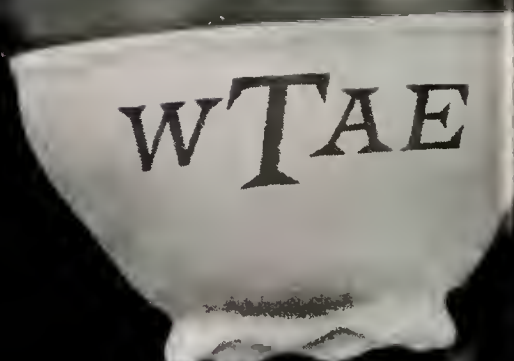
Quality • Integrity • Responsibility



IN PITTSBURGH THIS SEASON...

Take TAE and See

TAE-time is ABC-time!
Get your extra-hot
adjacencies now.



WTAE

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

REPRESENTED BY THE KATZ AGENCY

BROTHER'S PLAN

Continued from page 42)

Timebuyers at Work" and "Reps at Work," Walsh said. It was here he discovered, he said, that "practically all of the opinions and suggestions are in the nature of complaints about various facets of the buying-selling function, and strong suggestions that reforms be initiated."

Walsh adds, "With Oldsmobile, General Motors Guardian Maintenance, C Spark Plug, and Harrison Automotive Air-Conditioners all invading the spot radio field nationally, we simply had to take the bull by the horns and revise the system to meet our needs."

How they feel about the old system—defined by a Brother executive as "the traditional system in which buyers work themselves blind purchasing time at home on the 1 a.m. shift and sit on their thumbs by day listening to reps trying to 'catch them'"—can best be explained by Walsh, who declares it was neither efficient nor humanitarian.

HEVY DEALERS

Continued from page 43)

Newspapers, maintained a radio schedule of 50 spots a week, and added television for the first time by buying one-quarter sponsorship of *Bonus Bowling*, a weekly live remote series on Omaha's KMTV. Hulac's participation here consisted of 10, one-minute spots a week for 26 weeks. Sales increased 200 units over the year before. At the termination of the *Bonus Bowling* contract, Hulac cut down on radio by 90% and went to a tv spot schedule of ten one-minute announcements a week.

The Omaha car dealer vehemently believes that the "properly written and produced spots we used got results." He offers as proof a minute spot which ran at 11 o'clock on Sunday, 10 April. This was the day KMTV programed in color from noon on, to sign-off, following a week of intensive promotion. Hulac's spots ran in a color film wrestling program. The next day, they sold 16 cars.

The big credit, as Walt Hronek tells us, goes to "an extremely well-produced commercial."

ANTI-FREEZE

(Continued from page 31)

Peak ("permanent, non-boil, aluminum-preserving, rust prohibiting") and Norway brands are "big in scattered markets." It has, through its agency, Fuller & Smith & Ross, New York, spot radio and spot tv commercials prepared and available to local dealers on a co-op basis, and to local salesmen on request.

Houston will also co-sponsor local sports shows and football games over radio, but its major advertising effort will be through billboards because of "limited ad funds at this time."

There will be no limiting of funds among the big three, however, for the rewards are great. Nor will there be any mincing of words. At the advertising agencies for the top brands, copywriters have stated a case for "the tested," for "the improved," and for "the new" in coolants.

The leader is Prestone, and at its agency, William Esty, New York, the emphasis has been on reminding car owners that Prestone is the "world's most tested, most trusted anti-freeze." As the leader, Prestone will feature copy familiar to the consumer—the old standbys Magnetic Film ("protects cooling system metals against corrosion") and the Green Tag.

In its radio and tv advertising, Prestone will ignore the claims of Telar and Dowgard and will stress its own prevention of "freeze-ups and engine burn-out due to rust." But in trade advertising, Prestone will attack the contending brands.

Prestone trade ads will play down the "hullabaloo in the anti-freeze field," and will claim that "every Detroit automobile maker states in his car owner's manual that water and anti-rust should be used in the summer and a fresh filling of anti-freeze should be installed every fall."

Actually, Prestone will be introducing a "long life coolant" this fall in seven top circulation national magazines, but it is being sold as "an economy fluid."

The challenger, Du Pont's Telar, is handled by BBDO in New York. Consumer advertising is designed "to create a positive demand for the anti-freeze and summer coolant." Several animated cartoons have been prepared by BBDO to emphasize the "never-drain benefits of Telar." The cartoons' message will be in jingle



IN PITTSBURGH

Take TAE and See...

how top production facilities make hot adjacencies even hotter

- Pittsburgh's largest studio space: two huge drive-in studios... spacious outdoor facilities... two in-studio bowling lanes!
- Two dual control rooms, each with custom-designed and built RCA audio boards, transistorized switchers, and the latest RCA special effects amplifiers.
- Four Vidicon film chains; four 16mm projectors and two 35mm slide projectors.
- Ampex VideoTape facilities.
- Complete production facilities for 16mm sound or silent film... 35mm slide production equipment... fully equipped art department, scenic and prop shops.
- TeleScript production aids... TelePro rear projection units.
- Full 100,000 watt signal power: two transmitters, two antennas with independent transmission lines, and three power supply sources at the huge transmitter installation.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

...the jungle will be utilized in the spots.

A few commercials will explain that "the long service life and all-weather benefits" are a "direct result of a newly developed, patented inhibitor which keeps the product chemically stable and prevents corrosion indefinitely in a properly operating cooling system."

Another "patented feature" to be emphasized is "Color Check, which warns motorists of major breakdown in a cooling system that could contaminate the solution." The fluid changes from red to yellow if, for example, a leaking gasket lets corrosive acid into the solution.

Zerex will continue to be advertised as a "permanent type" and Zerone as an "economy" anti-freeze. "But we think the public will really take to Telar," a Du Pont official told SPONSOR. "as the current trend is toward longer life products and Telar, when used in a properly operating cooling system, will protect it not for nine months but for as much as seven years."

The newcomer, Dowgard, will hit hardest at the semantic angle—stressing that Dowgard is not an anti-freeze at all, but a new entrant in the automotive "cooling" field. Through its agency, MacManus, John & Adams, Bloomfield Hills, Mich., Dow will, in all media, emphasize the "year 'round" aspects of the fluid and the fact that it can be put into cooling systems at any time of year.

Here Dow runs into directly contrary views on the feasibility of anti-freeze (or coolant) advertising in other than the September–December period. An Esty source agreed with this BBDO estimate of the situation:

"Basically, all of the new products serve the primary function of an anti-freeze to protect automobiles' cooling systems. It is our feeling that consumers are reluctant to make expenditures for this type of protection until the weather and the calendar indicate that cold weather is on the way."

Cold weather or hot, the race for anti-freeze supremacy has left a warm glow in spot radio and network television systems.

OLD TIME SQUEEZE

(Continued from page 41)

discussion and invite those media account people most directly involved in the subject matter."

He keeps Thursday afternoon at p.m. clear every week, and schedules additional presentations later that day if necessary. Many times, of course, he books additional group pitches on other days of the week. "We try to fit everyone in," says Kinney, "and we want to keep an open-door policy at all times. But sometimes we get jammed up."

Young & Rubicam, New York, has one of the more complicated screening systems because of its giant size and the broad activity of its media staff.

Every presentation which includes figures—and most of them do—checked out under the supervision of Miss Terry Pellegrino, who is in charge of media research within the media department.

She checks data for statistical variation and misuse of figures and claims, then ascertains the facts of the presentation and how they were arrived at. In many instances, says Warren Bahr, vice president and associate media director at the agency, "We find the numbers *do* lie!"

When Miss Pellegrino "clears" the presentation, it is then funneled to the media and account staff for use as they need it.

When a representative of a station, a trade group, network or station representative firm wants to give a major presentation to a group of media account people, he must clear the booking through Kirk Greiner, associate media director and assistant media director Pete Matthews. He selects those persons who can gain the most from the meeting.

Most agencies expect their staffs who are designated to attend a certain presentation session to be there although many times staff members are called into last-minute sessions.

FC&B's Pardoll explains that screening of major pitches is handled there by Frank Gromer, media vice president.

Here is what Pardoll looks for in media presentation and what, "in too many cases, is missing.

"Agency people want to see and hear something that we need to learn and can learn. We don't want a lot

(Please turn to page 84)



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$ 1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$ 1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV

Channel 8

Monroe, Louisiana

CBS • ABC

A James A. Noe Station

Represented by

H-R Television, Inc.

El Dorado Chemical Plant, Inorganic Chemicals Division, Monsanto Chemical Company
Producing fertilizer products for agriculture, El Dorado, Arkansas.



HOW HIGH IS UP?

For something they said would never get off the ground, the airplane is riding pretty high.

In fact, the airplane and aviation in general can do more than lift people. It can help lift entire markets.

It's doing just this in the Greater Oklahoma City market where aviation is putting money in increasing amounts into the hands of people who in turn buy the products you have to sell.

How high this market will soar is an estimate that is being revised upward with regularity. A leading business magazine reports that Oklahoma City is the 5th fastest growing in the nation.

The contribution of aviation to the industrial, economic and business development of the Greater Oklahoma City market is part of the story of the outstanding sales opportunities awaiting WKY RADIO AND TELEVISION advertisers. It is natural for us to be analyzing the market for you, because WKY-TV and WKY RADIO are recognized by the people who buy, as the prime communicators in the market. An interesting part of the analysis follows.

AVIATION IN GREATER OKLAHOMA CITY ...WHERE **UP** IS GETTING HIGHER EVERY YEAR!



Years ago, two brothers named Braniff started an airline in Oklahoma City. Another airline named "Safeway" carried passengers in a Fairchild between Oklahoma City and Tulsa. It's now part of American Airlines. It was natural for a young vital city to have enthusiasm for a young industry which was greeted with skepticism in many other quarters.

This enthusiasm has paid off in a giant aviation industry which is contributing to the growth of the Greater Oklahoma City market.

FACTS:

Tinker Air Force Base (part of which is pictured to the right) is the largest supply depot in the world.

Tinker's Annual Payroll... \$115,000,000 to 24,000 people.

Tinker disburses 34% of the total U. S. Air Force budget... 16% of the entire defense budget.

Aero Design and Engineering manufactures business airplanes... sales volume over \$15,000,000 a year.

Giant FAA Center is worldwide civil aviation headquarters... expanding as more and more activities are moved here from Washington.

Airmail origination... 289.6% increase over 1950.

It is indicative of the growth-mindedness of the market that civic-minded businessmen have safeguarded thousands of acres of buffer zones around the area's airports, insuring safe room for future growth.

What all this means to the marketer of products is more good jobs in the aviation industry for more people every year.

WKY RADIO AND TELEVISION, in its established role of communicator, tells the story of your products to the people enriched by the aviation industry in Oklahoma. Some of the reasons we are able to tell your story so effectively are set forth on page 4.





S-6
P-2

SALES



Our Specialty... **GETTING**

OFF THE GROUND!

Take local programming

WKY RADIO AND WKY TELEVISION have more successful local programming than any other stations in the market.

WKY RADIO News, for example, averages over half the radio audience every time it's on the air (17 times a day). Six other stations divide the other half of the audience.

WKY TELEVISION News and Weather are consistently rated among the top ten programs in the market.

This indicates more than lower costs per thousand. It signifies a knowledge of what people want in this market . . . a closeness between audience and media upon which advertisers can build more sales.

Our supremacy in local programming is the measure of how well we serve the market . . . and how well we serve, is the basis of how well we sell to the market.

Not only is Oklahoma City a good market in which to do more business . . . WKY RADIO AND TELEVISION ARE GOOD STATIONS ON WHICH TO DO MORE BUSINESS.

WKY

RADIO and TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by The Katz Agency

WASHINGTON WEEK

SEPTEMBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The big lesson of this short session of Congress, just concluded, is not on the surface: speaking of broadcasting, of course.

The lesson is simply that this industry still boasts a tremendous amount of prestige and respect in Congress. This, despite the storms of recent years.

The naked eye sees a standoff in which the industry got a huge concession on political equal time, but was also handed stiffer regulatory laws.

The fact is that the industry, warned it would have to accept something in the face of the Harris subcommittee scandals, came close to writing its own regulatory measure. In return for acceptance of fines, it won a liberalization of the tough FCC directives on sponsorship identification, and it got a low maximum on the fines. It defeated the provision for suspension of station licenses for periods of up to 10 days.

With Oren Harris and both Republican and Democratic members of his subcommittee pushing hard for much stronger legislation, the industry won hands down.

Congress, as a whole, believes firmly that the transgressions exposed by the Harris group are the work of a small minority. It was in no mood at this time to enact punitive legislation.

Tough battles remain for the future, but broadcasters have no reason to approach them in a pessimistic mood. All of which is referring solely to Congress. The FCC is a much tougher nut at this stage.

The Commission came back from its August recess with the usual full workload ahead.

With the uhf problem to be delayed until the results of the New York experiments are achieved, the Commission will concentrate on "interim" methods of getting more tv stations in at least the major markets. A plan for "dropping-in" new vhf tv assignments at shorter spaces is in the rule-making process and will likely be adopted.

The Commissioners must still agree on a new application form, involving "narrative descriptions" of community needs and a station's plan and/or past performance in meeting these needs.

The windup of the session without confirmation of Robert Bicks as antitrust chief and of Earl Kintner to another term on the FTC, does nothing to bring the situation in two agencies down to earth.

Of the two, the Bicks situation is less significant. Kintner, on the other hand, would have continued to serve regardless of the outcome of the election if he had been confirmed. A new President may prefer another man. Kintner has spearheaded the new, tough FTC. If he leaves, there could be a softening.

There is a pretty clear indication that the Harris House Commerce Legislative Oversight subcommittee will be continued in the next Congress, at least, if the Democrats retain control of the House.

Significant for tv is that Harris has gotten off broadcasting to make full-scale assaults on other agencies and other problems—frequently. But he has never been able to resist returning to tv for more than a few weeks at a time. So there could be new brush fires next year.

FILM-SCOPE

12 SEPTEMBER 1960

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PUBLICATIONS INC.

Kellogg's national spot buy of Mr. Magoo is definitely off.

The story is told that the agency, Burnett, tried to get certain controls on the show which were unacceptable to the producer, UPA, and Hank Saperstein walked out.

This leaves Kellogg with ready time but no show and UPA with a show but no time or buyers.

Kellogg is trying to make a quick deal for a show—possibly a third program from Screen Gems and Hanna-Barbera—and UPA through Burnett has offered first option to Kellogg stations on Mr. Magoo reduced to a 5-minute strip.

In the background of the Kellogg-UPA divorce was the **question of other association with the Magoo character**, a past theatrical success, and already on tv for General Electric and Stag Beer commercials.

UPA, a newcomer to tv film advertising, may have gagged on a Kellogg clause to which Screen Gems submits: **all storyboards are agency-cleared before production.**

Meanwhile UPA was trying an innovation in selling its **Dick Tracy 5-minute series** it gave first crack to some 87 stations owned by newspapers which carry the Tracy character in their comic pages.

The latest quandry of some syndicators is posed by their dependence as subsidiaries upon the decisions of a parent company.

In some cases the general interest of the parent company and the special interest of the syndicator come into conflict and the result is trouble.

You can expect the **spin-off pattern**, whereby Screen Gems recently gained some autonomy from Columbia Pictures and NTA did likewise with NT&T, to be copied by one or two additional syndicators shortly.

Mike Wallace's new cross-country tour preparing tape interviews on various subjects for Westinghouse stations has produced some unexpected local sales.

The 5-minute shows, initially thought of as a public service by WBC, have found sponsors in two cities: **Miller's High Life in Cleveland on KYW-TV, and Thorofare Markets in Pittsburgh on KDKA-TV.**

ITC's added expense for color production of Best of the Post hasn't been entirely wasted since at least eight stations will telecast it in color.

They are: WGN-TV, Chicago; KRCA-TV, Los Angeles; WFIL-TV, Philadelphia; KFSD-TV, San Diego; WLW-TV, Cincinnati; KING-TV, Seattle; WNHC-TV, New Haven, and KGW-TV, Portland.

The show is being sold on a 26 & 26 basis; incidentally, **last week's two-page ad in the SatEvePost was paid for by the magazine, which owns a percentage of the series.**

Prices of U. S. tv films abroad are generally lower in terms of costs-per-1,000 than at home.

Frequently syndicated coverage of a foreign market is considerably cheaper than a market of the same size in the U. S.

But the hooker is this: Even though an overseas advertiser may be getting excellent CPM's in using U. S. tv film abroad **the actual price can be a very high percentage of his cost of doing business.**

Ingenuity is making a comeback in station promotions for feature films.

WCAU-TV, Philadelphia, has just introduced the latest wrinkle in feature film promotion; **shopping center posters in over 450 local stores.**

Starting 11 September, for its twenty day Fall Film Festival, posters in sixteen shopping areas in eastern Pennsylvania will be put up by WCAU-TV to be seen by an estimated two million shoppers weekly.

It's understood that the stores are trading their promotion space for daytime spots on the station.

WNTA-TV, New York, in another feature film promotion, leaned on parent company NTA and its rapport with 20th Century-Fox to obtain the loan of the latest **Marilyn Monroe feature for agency previews to aid its post-'48's.**

The station showed the new picture along with trailers of its post-'48's at screenings to admen in New York and Chicago: 900 attended.

Action-adventure shows have the fewest revoicing troubles in other languages.

Thus Highway Patrol is the first series to be purchased by Freies Fernsehen, the new German commercial channel which plans to start next year.

The sale was through Ziv-UA's International Television Programs unit.

Perhaps the longest-lived show in syndication at the moment is Walter Schwimmer's Championship Bowling, now entering its seventh year.

The 26 week series is reportedly sold in over 100 markets.

Schwerin has uncovered some evidence on the basic question of compatibility of commercials and programs, namely of which type of commercial goes best in what type of show.

Three key variables were discovered:

- Whether the show was sponsored or the spot was a participation.
 - The positioning of the spot within the show.
 - The type of program and the degree of audience involvement (tension) for the program.
- Here are Schwerin's finding in these three points:

1) In five product comparisons, the sponsor's own show proved the best background for the commercial, topping participations by the following Schwerin Competitive Preference Change scores: dog food, 10 to 5; shampoo, 16 to 5; cough syrup, 10 to 4; floor wax, 20 to 15, and cake mix, 5 to zero.

2) **The problem of the middle commercial in a tense show was solved in the case of a children's show by using a cast member to deliver the message.**

3) One advertiser found he did much better in situation comedy than crime, 15 to 11 and 7 to zero; a food advertiser had similar results, 6.7 to zero—and actually discovered unfavorable impressions in westerns, —2.0, and adventure, —1.2; yet another daytime tv food product did well in a musical, 11, and a courtroom drama, 19, but got zero in a quiz, even though the quiz was the best-liked of the three shows.

The number of advertisers using tape for spot commercials is on the upswing.

At Videotape Center, where Gleem started the trend in August 1959 with a spot campaign on tape, the following also shot commercials for spot tape in the past 12 months.

They are: Lestoil, Mr. Slick, Farmhouse Frozen Foods, Easy Glamur, Red L, National Life Insurance, Narragansett Beet, Molson's Beer, Gallo, Lifelite, Max Factor, Pertussin, Norwich, and Roma.

Furthermore, Dinner Redy, Fizzies, Old Dutch Coffee, Shell, and Nabisco shot tape for network and later used it or kines for regional campaigns.

SPONSOR HEARS

12 SEPTEMBER 1960

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SPONSOR

PUBLICATIONS INC.

There's plenty buzzing on the Avenue about the problems existing between a giant durable and one of the agency giants after a long relationship.

The kinks will probably be straightened out, but if they aren't it means over 25% of the agency's billings.

You can chalk up Benton & Bowles' media department as quite a training ground for agency media executives.

Here's a partial list of B&B alumni now holding key jobs in other shops:

NAME	AGENCY & TITLE
David P. Crane	Ogilvy, Benson & Mathers, sr. v.p., account supervisor
Herbert Maneloveg	BBDO, v.p., director of media
Mike Donovan	BBDO, associate media director
John J. Ennis	Fletcher Richards, C&H, v.p., director of media
Raymond B. Healy	Brown & Butcher, v.p., media director
Don Harris	Fitzgerald, media director
Don H. Quinn	Doherty, CS&S, v.p., media director

One of the things that radio had plenty of in its heyday and which tv has never really featured: the anonymous team and the quaint personality billing.

A batch of such examples and the identities of the performers behind the act: **The Voice of Experience**, Taylor M. Sayle; **Dr. I. Q.**, Lew Valentine; **Professor Quiz**, Dr. Earl Craig; the Gospel Singer, Edward McHugh; **Singin' Sam**, Harry Frankel; **Lum & Abner**, Chester Lauck, F. Norris Goff; **Vic & Sade**, Art Van Harvey, Bernadine Flynn; **Stoopnagle & Budd**, F. Chase Taylor, Budd Hulick; **Betty & Bob**, Arlene Francis, Onslow Stevens.

Compton is one place where radio/tv sellers can't say that the buying corps isn't steeped in the basics of the business.

Trainees spend around six months absorbing the data available in media analysis before assigned to a group as an assistant to buyers. There they learn the ropes about the facets involved in negotiations, plus other practical tools of the trade.

Here's what some people you may know or have read about were doing 20 years ago:

NAME	NOW	THEN
Oliver Treyz	ABC TV president	WNBF, Binghamton, N.Y. newscaster
Dan Seymour	JWT tv/radio chief	Aunt Jenny announcer
Tom McAvity	McCann-E Productions	Director, Hedda Hopper's Hollywood
Henrik Booraem	OBM tv/radio head	Y&R director of Ellery Queen
George Higgins	KMBC, K.C., sales v.p.	WBAB, Atlantic City, newscaster
Maurie Webster	KCBS, S.F., v.p. & gen. mgr.	CBS Beauty Secrets announcer
Harry LeBrun	WLW-A, Atl., v.p. & gen. mgr.	WHEC, Rochester, announcer
Frank Pellegrin	H-R exec. v.p.	KOIL, Omaha, commercial mgr.
Elton Rule	KABC-TV, L.A., gen. mgr.	KROY, Sacramento, sportscaster
Eldon Campbell	WFBM-TV, Indpls., v.p. & gen. mgr.	WGL, Ft. Wayne, announcer
Carroll Layman	H,R&P, Chicago mgr.	WDWS, Chicago, newscaster
Reggie Schuebel	G,B&B, N.Y., net. relations	Biow timebuyer
Beth Black	Cohen & Aleshire, dir., timebuying	Joseph Katz timebuyer



truly

Fine Music

for **san francisco**



10,000 Watts
FULL TIME

K Q B Y
Radio and FM

THE GORDON BROADCASTING CO.

America's First Family of Fine Music Stations

KQBY San Francisco ★ KSDO San Diego ★ KBUZ Phoenix

Representatives: PETERS, GRIFFIN, WOODWARD, INC

NEWS & IDEA WRAP-UP

THIRD PARTY CONVENTION in Toledo, ending up with Yogi the Bear (below) for vice president and Huckleberry Hound for president, drew mixed reaction from kiddies at WTOL-TV Day at Zoo: Record crowd of 45,000 turned out for event which gave kids a chance to vote



ADVERTISERS

Elgin (JWT) will have decided within the next week on what wants to do in network tv about its Christmas gift promotions.

The pattern of Elgin buying in past few years: mark time until becomes evident what year-around counts with upper-rated shows would like relief during the Christmas shopping season.

Lever is back on the daytime network buying trial.

It's bought eight additional quarter-hours on NBC TV.

Lever this spring cut back appreciably at CBS TV.

P.S.: P&G is shopping around for network daytime.

Smith/Greenland agency has arranged to buy up all chain broadcast adjacent to specials on WCBS-TV this fall.

BACK TO SCHOOL went politicians to learn the do's and don'ts of tv in series of WMCA-TV (Wash., D.C.) coaching classes. Attendees included (l-r) station's Pete Jamerson; program mgr. Ted McDowell; Rep. Robert Ashman; Rep. John Foley; station news & public aff. dir. Dick Richmond; prod. dir. Thom Winkler.



HIGH NOTE was scored by Sadie Reed, winner of Keystone's 'Sunday Morning Gospel Singing Contest' sponsored by Pet Milk in Chicago. Surrounding her (l-r): Ray McElroy, Jr., evaporated milk ad mgr., Pet Milk; James Earl Hotze, a.e. Pet Milk, Gardner.



The accounts involved are Downy-ke Foods and Red L Foods, which on S/G's roster.

me change: Vick Chemical, er 55 years has changed its corporate title to Richard-Merrill Inc.

strictly personnel: Richard H. urley and Harold V. Rover appointed v.p.'s Compton . . . John B. inter Jr. to B. F. Goodrich as advertising manager, consumer prod- s; he's from P&G.

mpaigns: Philip Morris (Leo rnett) is shopping around for tv l radio spots to help launch its v king-size Commander Cigarettes. e multi-million dollar all-media ad- tising drive will embrace 50 states. Ads are already slated to break on e CBS network shows: *Perry Ma-*, *Rawhide*, *Doby Gillis*, *Douglas* *wards and the News*, and *Route 66*.

AGENCIES

Some agency research executives don't think that the recent figures on tv homes released by ARF makes a case against the use of telephone homes for rating surveys.

The ARF figures for May 1960 that raised the question as to whether the telephone sample is a valid one:

- 87.5% of all homes have tv.
- 77% of all homes have telephones.
- 93.8% of these telephone homes have tv sets.
- 67% of the non-telephone homes have tv sets.

Argue the objectors to phone samples: Since there's a difference of 11% between the tv home saturation figure and homes with telephones phone calls don't provide an accurate cross-section.

Retort pooh-poohers of this theory: the popularity in telephone homes suffices to provide a valid working

sample. Incidentally, the estimates quoted in the 29 August SPONSOR-SCOPE on tv set penetration for May 1960 were inadvertently ascribed to Nielsen.

Agency campaign: Brooke, SF&D, will make use of spot tv and radio in its introduction of the large size Arm & Hammer Sal Soda, in six more major markets, next month. Tv and radio schedules for the five-week campaign call for 30 tv and 30 radio spots in St. Louis; 24 radio and 20 tv in Buffalo; and from 10 to 14 in each medium in Rochester, Cincinnati, Columbus and Toledo, over a two-week period.

Admen on the move: G. H. Bobertz Jr., elected president Clark & Bobertz, Detroit . . . Michael Turner named associate director, Lambe & Robinson-Benton & Bowles Ltd.—he's also a v.p. . . . Robert E. Blackburn appointed creative director, Wade Advertising, Chicago . . . Frank Menner to OBM as admini-



BLY FOR BUYERS! New promotion of its month-long 'Autumn vest' of foreign films by WNBC-TV, N.Y., involved distribution of bottles of champagne to agencies by Tom Reddy in gendarme garb

FLIP! WWDC (Wash.) pres. Ben Strouse (c) tosses coin to decide whether Rep. John Foley or opponent Charles Mathias, Jr., will be first on station's political debates. Awaiting outcome (l-r): Patrick Foley; sta. v.p. Norman Reed, pgm. dir.; Ed Studney; Gilbert Violante



DUAL PERSONALITY, Carol Olson (c) serves as Miss North Dakota as well as WDAY-TV, Fargo, hostess and commercials announcer. Enroute to Miss America contest in Atlantic City she stops to lunch in N.Y. with Jack Scanlon (l), Brian Barry, both from Benton & Bowles



to . . . he comes from Paul Bures to OBM as senior buyer from JWT . . . Donald L. Wert to Lambert & Feasby as marketing assistant; he was account and marketing exec. at Ted Bates . . . Raymond C. Davis to Foote, Cone & Belding as broadcast supervisor, L. A. and San Francisco . . . John F. Lueck, named merchandising director, Tatham-Laird, Chicago.

They were named v.p.'s John N. Calley, Ted Pates . . . Robert W.

Aldrich, Keyes, Madden & Jones, Chicago . . . S. Brooke White, William W. Snitt, and Daniel C. Ellis, Lennen & Newell.

Acquisition: Norman, Craig, & Kummel has purchased a major interest in Burley, Norman, Craig & Kummel, LTD., Toronto.

Tatham-Laird has a new account: The Bauer & Black division of The Kendall Co. has come up with a revolutionary new product, according to T-L, but they aren't disclosing the na-

ture of it at present.

Agency appointments: Grey for test product of the Warner-Lambert Products Division, Warner-Lambert Pharmaceutical . . . Guild, Base & Bonfigli, some of Remington Rand . . . Adams & Keyes, for V-Kleen Products . . . Young & Rubicam, Canada, for Gaines Grain Train, General Foods, Ltd.

Agency divorcement: Grey from American Sheep Producers Council.

MORE THAN

HOURS


of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.


And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.



THE QUINT CITIES
DAVENPORT } IOWA
BETTENDORF }
ROCKLAND } ILL.
MONTICELLO }

PRESIDENT Col. B. J. Palmer
VICE PRES. & TREASURER D. D. Palmer
EXEC. VICE PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pat Shaffer



channel 6

ALF N. WOODWARD, INC. REPRESENTATIVES

TV STATIONS

Mothers of small children make up tv's prime daytime viewing audience, says TeAR study.

According to the survey:

- Women with children under six spend an average of 5 hours, 16 minutes every day watching tv.
- All other women average 1 hour, 1 minute.
- Viewing by mothers of toddlers (under two) is identical to mothers of pre-school (two to five years) youngsters.
- New mothers spend 43% more time watching video from six a.m. to six p.m., and 24% more at night.
- Difference in level of nighttime viewing between mothers of small children and women with no young children is greater in the early evening and late evening than during prime evening time. Between 6 and 7 p.m. the tune-in among women with young children is 33% greater than among other women. From 11 p.m. and midnight, 46%.

(See 19 September SPONSOR for detailed charts.)

Idea at work:

Free rides: WHC, Pittsburgh drew over 15,000 persons to the city's amusement park with the offer of free rides. The occasion was the station's promotion boosting the fall lineup of NBC shows. To enter in the spirit of the plan, the park's 21 rides were re-tagged to coincide with scheduled program and three remote programs were televised from the park.

Surveying the competition: WJXT and WFGA-TV, Jacksonville, joined forces in an effort to



THIS WAY TO GOOD EATING. Live lobsters-in-the-tank, pepper-pot soup and 95 years of tradition attract Philadelphia gourmets to award-winning "Old Original Bookbinders."

Adventures in Good Taste. When Mr. & Mrs. Metrodelphia crave a rare gustatory experience, they turn to Bookbinders. When they hunger for responsible newscasting, vital information, public affairs illumination, they choose from **WIP's** award-winning menu. Sigma Delta Chi gave **WIP** its annual Distinguished Journalism Award. **WIP** received 3 out of 5 first place awards from Pennsylvania's AP Broadcasters Association which cited us for "outstanding news operation" and "distinguished contribution to freedom of information." The public service philosophy so honored has differentiated **WIP** from its contemporaries for the past 38 years. Since Metropolitan began to season the best of traditional ingredients with new program concepts, larger audiences* are being attracted to **WIP** service . . . and your story . . . in **Metrodelphia, Pa.**

President of the Metropolitan Broadcasting Corporation. Harvey L. Glascock, V. P. & General Manager. H. D. (Bud) Neuwirth, Sales Director, represented nationally by Edward Petry.

*WIP's June Pulse beats 17.5% faster than April's—as we head swiftly and surely toward first place. (Pulse, Philadelphia Metro Area, June, 1960, 6 a.m.- 6 p.m., Monday through Friday.)

Jacksonville newspaper
The duo commissioned
study when it was
and that figures were unknown.
The stations' plan is to compare news-
paper readership with tv rating data.

Kudos: WBC, Washington, and
KPIX, San Francisco, received the
1960 Gavel Award by the American
Bar Association for the televising of
the program *A Life in the Balance*.
Award was presented to Westing-
house Broadcasting president Donald
H. McGannon in Washington . . .

WFGA-TV, Jacksonville, news de-
partment, recipient of award for out-
standing service to the Air Traffic
Control Profession 1960 . . . **WRC-
TV** recipient of American Bar Asso-
ciation Gavel award for station's "Ju-
venile Court" series.

New office: Metropolitan Broadcast-
ing, Philadelphia.

Personnel notes: Peter V.
O'Reilly, named local sales manager,
WTOP-TV . . . **J. B. "Johnny" Mar-
tin** to sales staff of KOCO-TV, Okla-

homa City . . . **John E. Camp-**
named assistant general manag-
KABC-TV, La.

Station acquisition: KBAK-TV
sold to Reeves Broadcasting & De-
velopment for \$850,000. Sale brokered
by Hamilton-Landis & Associates.

Programing: Mississippi Valley
Jamboree, a jumbo-sized Count-
down Western show, will be fed to station
on a network hookup from its point of
origination in St. Louis, in October.

RADIO STATIONS

Goodyear International will make
it possible for baseball fans in
Latin-America to hear summaries
of the World Series game
through sponsorship of 15 mi-
nute nightly Spanish wrap-ups.

The programs will be aired by
WRUL, World Wide Broadcasting
key station.

Ideas at work:

Some fun: WDRC, Hartford, staged
a near riot when it celebrated its
independence by staging a Fun Day.
Hundreds of visitors jammed the
studio and extra phones were installed
to handle the barrage of calls. The
attraction? A host of prizes including
an automobile, mink stole, wrist-
watches, etc. An addendum to the event
was the inauguration of Fun Club,
which will entitle members to future
special prize competitions. Five thou-
sand members, appropriately tagged
with numbered buttons, joined
WDRC's new club that day.

Lucky 13: WAAT, Trenton, N. J.,
hit upon a clever way to promote
radio and a new sponsor's products
simultaneously. The sponsor—Kerns
beverages—a first time radio adver-
tiser, bought a 15-minute time slot
which was tagged "Kerns Radio
Club" (the 13 derived from the sta-
tion's dial location). To qualify for
membership listeners were asked to
send along two labels from any Kerns
beverage. Names, selected daily by
drawing, entitled the winner to a free
record and a carton of Kerns drinks.
Membership soon gained rapidly and
sparked a follow-up contest request-
ing young people to send in reason-
ably good—25 words or less—"Why I Want T"
(Please turn to page 76)

DEFINITION

flat'ter-er (flāt'ēr-ēr), *n.* A person who
tells us what we think of ourselves.

AND WE THINK A LOT OF OUR-
SELVES, AND WHY NOT? WE
HAVE SOME 448,000 TV HOMES
TO FALL BACK ON AND NEARLY
2,000,000 WONDERFUL PEOPLE.
WE HAVE THE FINEST FACILI-
TIES IN THE SOUTH. FINEST
STUDIOS, ENGINEERING EQUIP-
MENT, VIDEO TAPE, COMPLETE
THREE-CAMERA MOBILE REMOTE
UNIT, AND WE KNOW HOW TO USE
THIS EQUIPMENT. WE HAVE
THE BEST ANNOUNCERS, THE
BEST PRODUCERS, THE BEST
WRITERS. WE HAVE THE BEST
TELEVISION STATION AND THE
BEST AUDIENCE IN THE SOUTH.
WE COULD BE EASILY CON-
VINCED, THE BEST IN THE COUN-
TRY.....IF WE DIDN'T THINK
SO, WE WOULDN'T BE.....AND
WE ARE!

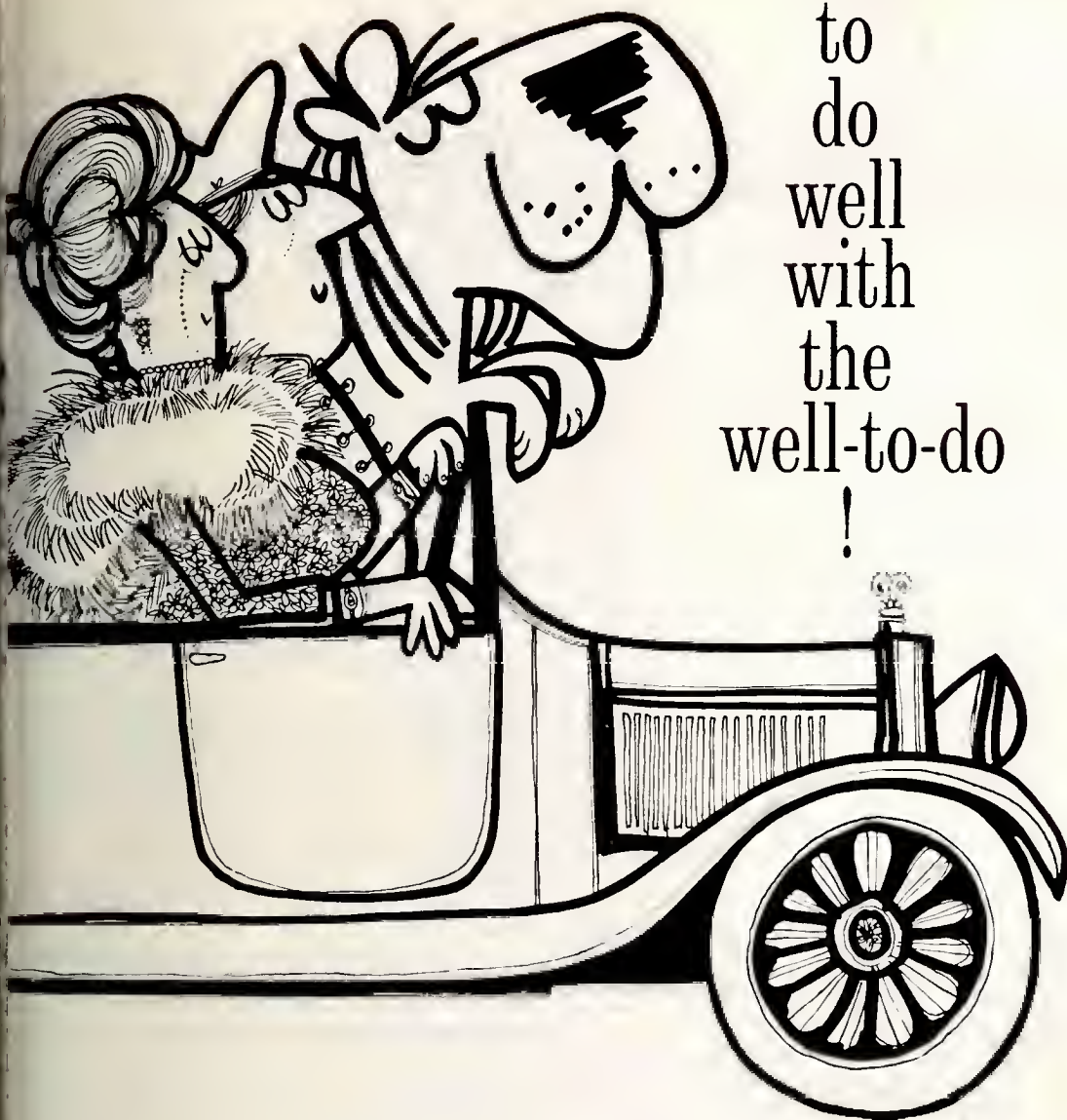
WSLS - TV



ROANOKE, VIRGINIA

NATIONAL REPRESENTATIVES, BLAIR TELEVISION ASSOCIATES

How
to
do
well
with
the
well-to-do
!



In Cleveland, buy WJW Beautiful Music Radio

and the latest upper-strata data* shows why: among Greater Cleveland's top third rental group WJW is tied for first place! So heed the economic facts of life. Buy the people who buy. The cost-per-thousand is small. The buying power-per-thousand is huge. Get the Beautiful Music Radio Lion by the tail now and you'll do exceedingly well in Greater Cleveland!!!

WJW



BEAUTIFUL MUSIC RADIO

er Radio Station Represented Nationally by the Katz Agency • Storer National Sales Offices: 625 Madison Avenue, New York 22 • 230 N. Michigan Avenue, Chicago 1

HE PULSE, Inc. July, 1960 Report on Metropolitan Area Upper Third Rental Level — Cleveland, Ohio

Smiles that make you happy!





The pleasure is all *yours* when you select one of these *proven* laugh-winners (and big audience-winners!) from CBS Films. This Fall, scheduled to be comedy's biggest season, is the ideal time to put these guaranteed gloom-chasers to work for you. See how happy *you'll* be with . . .

The Phil Silvers Show

Sponsored by Dial, Ronzoni, Coca-Cola, Brylcreem, Studebaker-Packard, others. First in its evening time period in seven-station New York (NSI Jan.-June '60). Said the American Stores (Acme) ad manager: "Add us to the long list of clients for whom Bilko has done a solid job. We sought the ideal program for a family audience, and found a winner." (138 half hours)

Colonel Flack

Sponsored by Colgate-Palmolive, Kroger, Dow Chemical, Pepsi-Cola, others. First in its evening time periods in Milwaukee, Great Falls, Jackson, others (NSI, Jan.-June '60). Saluted *TV Guide*: "... as long on charm as it is short on pretense ... one of TV's pungent delights." When "Flack" ended in Detroit, the protests made front-page news, and *The Detroit News* headlined: "Civic, Business Leaders Rally Round Flack." (39 half hours)

The Honeymooners

Sponsored by Anheuser-Busch, Safeway, Progresso, S&W, Canada Dry, Clairol, others. First in its evening time periods in Boston, Albany, Norfolk, others (NSI and ARB, Jan.-June '60). Said New York's *Daily News*: "You would have to go far to find a more amusing foursome. . . ." Said *Variety*: "... a perfect mating of script and cast." Sponsor Armour & Co. (Youngstown) reported: "... does a real selling job for all our Armour products." (39 half hours)



"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S. W. Caldwell Ltd.

CBS Films

Disk Jockey: The grand winner was given a 15-minute ad spot on WAAZ. With a membership now totalling something over 900, Kerns decided to go along for another 26 weeks.

Standing room only: WHK, Cleveland, attracted over 105,000 persons to its second annual appreciation night held at Geauga Lake Park. WHK personalities played host to a who's who of recording stars which included Fabian, The Fleetwoods, Danny and the Juniors, Bobby Comstock.

Program notes: A program dealing with social behavior problems for women, men, and teenagers is being readied by Victor & Richards for syndication. Written by Amy Vanderbilt, author of *The Complete Book of Etiquette*, the program series will feature 130 capsule segments of 35-45 seconds duration . . . *"Your Child and You,"* a transcribed featurette series, packaged by Alan Sands, on baby and child care, has been sold in

a number of markets here and in Canada.

What? No Popcorn?: WYSL, Buffalo, came up with an unique answer to tv's late, late, show by broadcasting an hour and 20 minute long movie sound track. To add real theater atmosphere, the announcer on duty would break into the "movie" occasionally to request "would Melvin Harrigan please come to the box office."

Station acquisition: KGHN, Grand Haven, Mich., sold to Richard D. Gillespie and Cecil H. Gillespie, Cincinnati, for \$110,000. Sale was brokered by Hamilton-Landis & Associates.

Thisa 'n' data: WFYI, Garden City, L. I., now houses the Herald Tribune Radio Network operational headquarters formerly located in the Network's Mt. Kisco station WVIP . . . WJAG, Norfolk, sponsored its tenth annual bus caravan to the Nebraska State Fair at Lincoln, last week . . . WWVA, Wheeling, which will next year be 35 years old, just celebrated with Farm Radio Week.

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is WDBJ-TV . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV
Roanoke, Virginia



Sports notes: Renwal Manufacturing, Mineola, N. Y., to sponsor New York Football Giant Hurdle; New York Giant Warmup; and New York Giant Clinic, on WCBS, N. Y., this fall . . . Chrysler and Plymouth-Detroit-Valiant, to co-sponsor the Big Ten football broadcasts over WJR, Detroit.

FM

This may be a portent of what's in store for fm on the program log front.

The Chicago Daily News has changed its daily program log format to the effect it's only listing "radio highlights," with am and fm carried separately.

The fm section is three times as long as the am section, even though fm stations are on the air approximately a third the time of the am stations.

The San Francisco Bay Area FM Broadcasters are breaking out a publication which will keep advertisers posted on the latest fm doings. The paper which will come out every two weeks, will carry news of all the Bay area fm stations.

New FM station: WAYL, Minneapolis-St. Paul, takes to the air next month with an FM programming schedule labelled by owner-manager David Larsen as "Contemporary Radio."

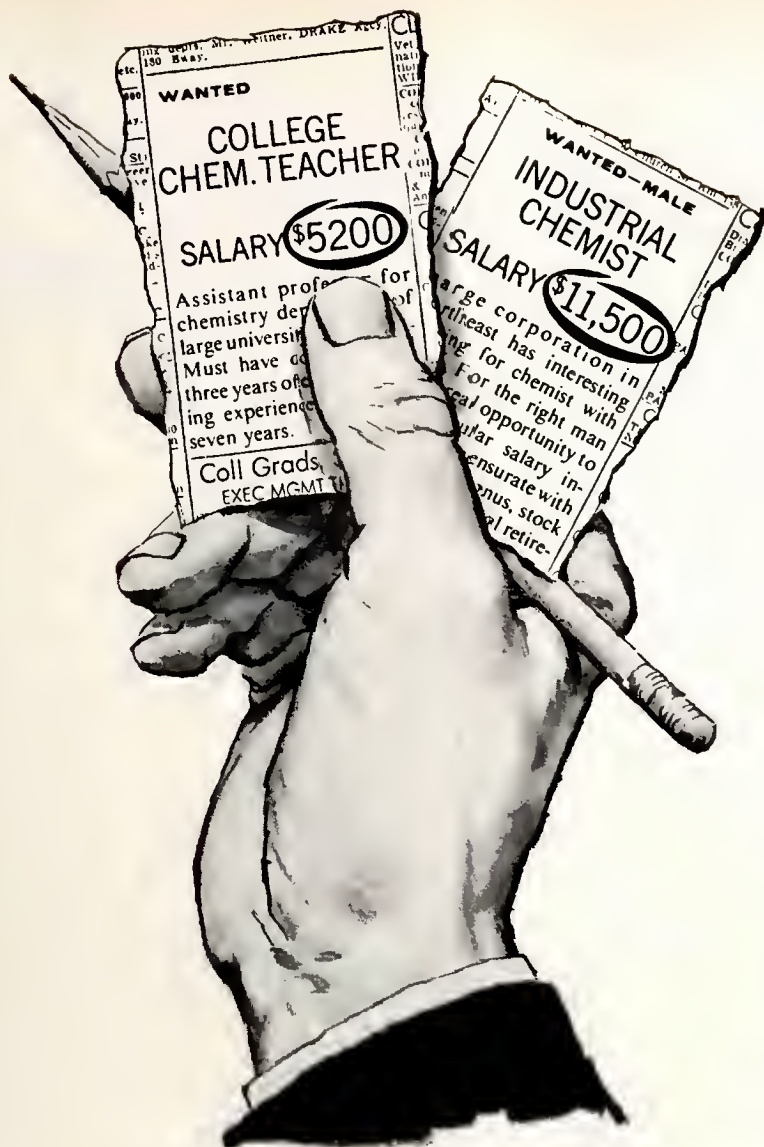
Thisa 'n' data:

WNCN, N.Y.C., took part in the High Fidelity Music Show last week in the New York Trade Fair Building, by giving a demonstration of stereo . . . WLIR, L. I., used 27 miles of telephone wires to link its remote studio to the station's main source in Garden City in order to participate in the same Hi-Fi show in New York City.

Ideas:

WLVL, Louisville, circulating the idea among local tv dealers to band together in giving away an fm tuner with every tv set sold.

Active fm national-regional accounts: Bordens Dairy . . . Coca-Cola . . . Japan Airlines . . . Cadillac . . . Citroen . . . Hamilton



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



*Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education*



W. Ches Oldsmobile . . .
C. Asler.

Sales: KXTR, Kansas City, got a
— award from the Johnson County Na-
tional Bank for its news strip.

NETWORKS

NBC TV is talking to agencies
about inserting a five-minute
news program at 12:55 p.m.
EST, five days a week.

This would reduce the It Could Be
You strip to a 25-minute segment.

Incidentally, It Could Be You has
been added to the list of daytime
shows which will permit advertiser
to spread their minute announce-
ments over any number of days with-
in two weeks. Heretofore ABC TV
had been the only network with this
sort of daytime scatter plan.

Massey-Ferguson (NL&B) is go-
ing the network tv route again
this year with a Saturday morn-
ing show on NBC "Today on the
Farm." The show, tailored to the

"Today" format, is slanted to the
farmer.

Last year, M-F sponsored the Red
Foley Jubilee show on ABC-TV, Sat-
urday nights.

The sky's the limit: WABC-TV
will use skywriting to promote the
premiere of "The Blue Angels" sched-
uled for showing later this month.

Net radio sales: The Mennen Co.
will sponsor CBS' "Sports Time," the
Phil Rizzuto show, for 65 consecu-
tive weeks.

Net tv sales: Union Carbide Con-
sumer Products Co., division of
Union Carbide Corp. for Prestone
Anti-freeze (Esty), to sponsor ABC's
"World Series Special" . . . Ameri-
can Photocopy Equipment to co-
sponsor NBC's "Chet Huntley Re-
porting" during the 1960-61 season
. . . Longines-Wittnauer (Victor
A. Bennett), to sponsor "The Cam-
paign and the Candidates" series on
NBC-TV from 17 September to 5
November . . . National Biscuit
(K&E), NBC, *Shari Lewis Show* . . .

General Mills, *King Leonardo and
His Short Subjects*, General Mills
(DFS).

Network executive notes: P. A.
Sugg and Walter D. Scott, elected
to board of directors, NBC.

REPRESENTATIVES

Rep appointments: WIST, Char-
lotte, to Adam Young . . . WFTL,
Fort Lauderdale, WTYM, Springfield,
Mass., WBNY, Buffalo, KFMY, Tulsa,
WMCK, Pittsburgh, WDOD, Chat-
tanooga, WEET, Richmond, WATR,
Waterbury, Conn., WLCS, Baton
Rouge, WROV, Roanoke, Va., KNOX-
TV, Grand Fork, N. Dakota, and
WSBA, York, Pa., all to Torbet, Al-
len & Crane for Pacific Coast rep-
resentation . . . WKNB, Hartford, to
George P. Hollingbery . . . WWMT,
New Orleans, to Good Music Broad-
casters for national representation . . .
KVIQ-TV, Eureka, Calif., to George
P. Hollingbery . . . KTOP, Topeka,
to Spot Time Sales . . . KYA, San
Francisco, previously reported as
shifting to Headley-Reed, is going to
Broadcast Time Sales.

Personnel: Robert H. Biernacki
named account executive for AM Ra-
dio Sales . . . Arthur J. Miller, Jr.,
appointed sales manager, radio divi-
sion, Bolling Co. . . . Rouen J.
Westcott, to sales staff, Los Angeles
office, H-R Television . . . John A.
Hicks named account executive for
H-R Representatives, Dallas office.

New offices: Spot Time Sales,
San Francisco and Chicago . . . Adam
Young, Dallas.

FILM

Safeway Stores has run up an un-
usual record of repeat buying
from the same syndicator: eleven
shows purchased over the past
six years from Ziv-UA.

The shows since 1954 are *Corliss
Archer*, *Mr. District Attorney*, *Favor-
ite Story*, *Highway Patrol*, *Man Called
X*, *Science Fiction Theatre*, *Martin
Kane*, *Men of Annapolis*, *Sea Hunt*,
MacKenzie's Raiders, and *Case of the
Dangerous Robin*.

Sales: ITC's *Best of the Post* con-

In Steubenville, Ohio



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's
WSTV-TV

CHANNEL
9

The lowest cost Television bridge
to the Upper Ohio Valley's \$5 Billion Dollar
retail market. The best of CBS and ABC. Plus Shopper
Topper Merchandising.

For Rates and Avails

• IN STEUBENVILLE: John J. Laux, AT2-6265
• IN NEW YORK: Lee Gaynor, OX 7-0306
Re reserve Nation ally by Avery-Knodel, Inc.

WSTV-TV

CHANNEL

The Best of CBS and ABC
STEUBENVILLE-WHEELING

Represented by Avery-Knodel, Inc.

WRGP-TV

CHANNEL

The Best of NBC
CHATTANOOGA, TENNESSEE

Represented by H-R

WRDW-TV

CHANNEL

The Best of CBS and ABC
AUGUSTA, GEORGIA

Represented by Avery-Knodel, Inc.

WBOY-TV

CHANNEL

The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA

Represented by Avery-Knodel, Inc.

KODE-TV

CHANNEL

The Best of CBS and ABC
JOPLIN, MISSOURI

Represented by Avery-Knodel, Inc.



*We are Pleased
to Announce that*

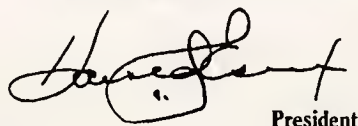
WSJS Radio & Television

WINSTON-SALEM / GREENSBORO

**Are Now Represented Nationally
by**

PETERS, GRIFFIN, WOODWARD, INC.

Triangle Broadcasting Corporation



President

ASK THE LADY WHO LIVES HERE



Year in and year out, KOIN-TV has never deviated from the principle of genuine service to its audience, its clients and its industry. Dedication to this principle has made KOIN-TV one of the nation's truly influential advertising media.

Questionable advertising has been consistently refused. On the other hand, no pains or expense have been spared to bring our audience in and adjacent to Portland, Oregon, the best in entertainment and information. For example, many live KOIN-TV programs are backgrounded by the Station's full-time staff orchestra.

Observance of these principles has earned for KOIN-TV the friendship and confidence of its audience... a factor which, combined with widest area coverage* and highest ratings, makes KOIN-TV one of America's soundest advertising buys.

KOIN-TV
PORTLAND CHANNEL 6

INFLUENCE Stations
CBS-TV Spot Sales
Portland and 32 surrounding counties.

tinues to sell well with banks and utilities, latest purchases being First Wisconsin National Bank in Milwaukee; West Pennsylvania Bank in Pittsburgh, and Walker Bank in Salt Lake City; other buyers include Kennecott Copper in Phoenix-Tucson; Royal Bedding in Steubenville; White Way Laundry on WLAC-TV, Nashville; Draper Chevrolet on WNEB-TV, Bay City-Saginaw; WRBL-TV, Columbus, Ga.; WLBW-TV, Miami; WBAN-TV, Portland, Me.; WAGM-TV, Presque Isle, and KVOS-TV, Bellingham . . . NTA's *Play of the Week* now sold in 56 markets; latest sales are to WHEN-TV, Syracuse; WTOL-TV, Toledo; WTVR, Richmond, and WRC-TV, Philadelphia; in various markets blue chip advertisers who have purchased the show include P&G, American Motors, Studebaker-Packard, National Carbon, P. Lorillard, Sears Roebuck, Colgate-Palmolive, DuPont, and Standard Brands.

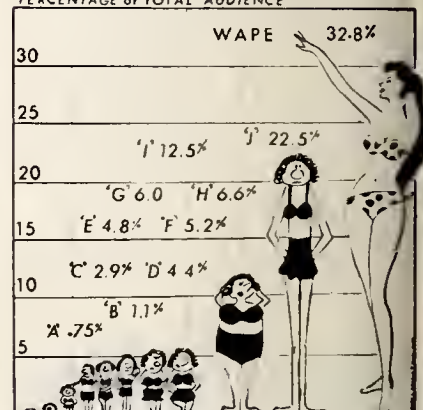
More sales: Ragu Packing Co. (Wright Advertising, Pittsford, N.Y.) to sponsor *Lock Up* on WHEC-TV, Rochester, alternating with American Tobacco . . . Screen Gems' off-network *Tightrope* to WNEW-TV, New York; KTTV, Los Angeles; WCCO-TV, Minneapolis; WTTG, Washington; KOOL-TV, Phoenix; WKRG, Mobile; WBRC-TV, Birmingham, and KALB-TV, Alexandria . . . Ziv-UA reports sell-off of all 53 American Tobacco alternate weeks of *Lock Up*, most recent buyers being Phillips Petroleum on WNBQ, Chicago; Kroger (Campbell-Mithun) on WTHI-TV, Terre Haute and WDAF-TV, Kansas City, and Rose Talbert Paint (Bradley-Graham and Hamby) on WIS-TV, Columbia. Total markets of *Lock Up* sold are 184; sales to Dumas Milner Pontiac on KTHV, Little Rock; Bank of Commerce on KID-TV, Idaho Falls; and stations WGAN-TV, Portland, Me.; KROC-TV, Rochester, and KCRA-TV, Sacramento . . . Ziv-UA's *Case of the Dangerous Robin* reported sold in 142 markets; latest sales are to Brown & Williamson (Ted Bates) in WBZ-TV, Boston; KDKA-TV, Pittsburgh; WBAL-TV, Baltimore; KYW-TV, Cleveland, and WDAF-TV, Kansas City; to Gay Johnson's Wyoming Automotive Service on KFBC-TV, Cheyenne; Capitol Chevrolet on WCOV-TV, Montgomery; and to stations WTVY, Dothan, WSPA-TV, Asheville-Greenville-Spartanburg;

KFYR-TV, Bismarck; KUMV-TV, Williston; KMOT, Minot; KDIX-TV, Dickinson; WBRZ-TV, Baton Rouge, and WEHT, Evansville.

Feature film sales: UAA's *Box-office 26* to KTVK, Phoenix, and KLRJ-TV, Las Vegas; other sales, including one or more of Warner Bros., Movieland, United Artists, or UAA feature packages, were to WNBC-TV, New York; KTES-TV, Nacogdoches, Tex.; WTVT, Tampa; WMAL-TV, Washington; KXGO-TV, Fargo; WHNB-TV, Hartford; WMAR-TV, Baltimore; KTVE, El Dorado; WSAZ-TV, Huntington; KRIS-TV, Corpus Christi; WINK-TV, Ft. Myers; KMBC-TV, Kansas City; KCRA-TV, Sacramento; KPLR-TV, St. Louis; WHYN-TV, Springfield; WKBW-TV, Buffalo; WOWL-TV, Florence, Ala.; WFGA-TV, Jacksonville; KLFY-TV, Lafayette, La.; WGAL-TV, Lancaster, Pa.; KGNS-TV, Laredo, Tex.; KLRJ-TV, Las Vegas; WNEW-TV, New York; WJHG-TV, Panama City, Fla.; WPST-TV, Miami; WTMJ-TV, Milwaukee; KMSP-TV, Minneapolis; WOR-TV, New York; WPTV, Palm

F.O.B.* JACKSONVILLE

PERCENTAGE of TOTAL AUDIENCE



* FACTS ON BROADCASTING. WAPE IS A STANDOUT AS SHOWN IN THIS REPRESENTATION OF HOOPER RADIO AUDIENCE INDEX FOR JUNE-JULY, 1960 (metro Jacksonville). BUT IT IS EVEN MORE OF A STANDOUT WHEN COVERAGE, IMAGINATIVE BROADCASTING, AND COMMUNITY STANDING ARE CONSIDERED. THE PICTURE GETS BETTER THE MORE YOU LOOK AT IT. FOR A CLOSER LOOK, CALL RADIO-TV REPRESENTATIVES, INC.

WAPE

25,000 WATTS—690 KC

Jacksonville, Florida



○ **SELF** ○

**RISING
SALES**

!
IN

SAN DIEGO

KFMB-TV

SENDS MORE

PEOPLE AWAY

FROM HOME (TO BUY)

THAN

ANYTHING!

Represented by



The Original Station Representative

KFMB **8** **TV** **SAN DIEGO** 

TRANSCONTINENT STATION



INTRODUCING THE NEW DRYDEN-EAST HOTEL

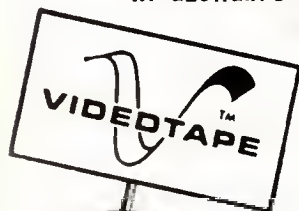
39th St. East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

ANOTHER WRBL-TV EXCLUSIVE IN GEORGIA'S SECOND MARKET



★
Now available for
replay of National
spot tapes.

★
Studio and remote
multicamera
facilities.

★
Call your
Hollingsbery man
for details and
rates.

COLUMBUS GEORGIA
WRBL-TV Channel 3

Beach: WHEN-TV, Syracuse. and
KOTV, Tulsa.

Programs and producers: Allied Artists' informational films division will produce one 90-minute or two hour-long shows on the life of *Albert Einstein*, intended for schedule as tv spectaculars.

Strictly personnel: Harris Clayton appointed director of business affairs for MGM-TV.

Trade note: BCG Films formed by E. G. Brown, Charles Carson, and Nat Gassman, to distribute feature films to theaters and tv; offices are in suite 3200 of Chrysler Building in New York.

Research: The premiere of Majestic Productions' *Atomic Submarine* on KMBC-TV, Kansas City afforded an opportunity to test reactions. A group of 1,000 was surveyed, 75.2 per cent of which believed it would appeal to viewers in the 7-12 age group. Viewers in this group liked the show as much or more than other shows they watched, said 88.7 per cent. The producers obtained these reactions to the first episode before continuing production of the rest of the 13 episodes of the series.

Errata: Note that on the chart in FILM-SCOPE, 5 September issue, p. 60, the shows are reversed on the first and the third lines. *Third Man* and *Blue Angels* should appear on the left under 1960, and *U. S. Marshal* and *Whirlybirds* belong at right under 1959.

Tape notes: A coverage map of U. S. tv broadcasters equipped with Ampex or RCA tape is provided in the most recent issue of *Tape Measures*, the house organ Videotape Productions of N. Y. The same issue also contains a listing of U. S. broadcasters equipped with tv tape as of 15 July. Thirty-eight states are represented, and the listing also includes the number of tv tape recorders in the possession of each station.

PUBLIC SERVICE

The grassroots appears to be catching on to the political free-time idea.

WDMV, Pocomoke City, Md., has offered a half of radio time gratis for a debate between Congressional Candidates.

Thisa 'n' data: El Paso's radio stations: KELP, KHEY, KHMS, KIZZ, KINT, KROD, KTSM, XEJ, XELO and KSET have gone all out in support of the El Paso United Fund . . . NBC making arrangements for national group discussion and study of issues debated on the Net work's new live forum series "The Nation's Future" beginning 12 November . . . KPHO-TV Phoenix telecasting course for credit in American Government . . . WTTG-TV Washington, D. C., to telecast hour long medical documentary on facts of heart disease.

Ideas at work:

KRAK, Sacramento, is helping people to realize the need for forest fire prevention, by promoting a fire prevention slogan contest. Ballot boxes have been placed at congregated places including the California State Fair and Exposition. The writer of the winning slogan will receive a certificate of merit.

WOWO, Florence, Ala. went all out to help cut down on highway deaths during the Labor Day holiday by promoting a deathless weekend. It aired numerous traffic safety messages cautioning drivers against reckless driving.

Service programs:

WTCN-TV, Minneapolis, "The Liberal Arts College," dealing with the pros and cons of the worth of liberal arts college education in vocational training.

KMTV, Omaha, a series, "Meet the Candidates," designed to help people get to know their state and municipal office seekers. Candidates, from the Lt. Governor down, will tell the viewers their qualifications, aims and attitudes concerning the public office.

CBS Radio this week starts a nine weekly series "Presidential Countdown" a week by week report of presidential and vice-presidential candidate doings.

WCSH-TV, Portland, Maine, keeping in political step with other stations, will contribute to election year public education by starting, this week, a series of "Meet the Candidate" programs.

QUALITY TELEVISION*

SELLS

RICH, RICH

SOUTHERN NEW ENGLAND



QUALITY IN THE CRAFT OF THE 19TH CENTURY YANKEE SHIPWRIGHT IS ABUNDANTLY EVIDENT
AT CONNECTICUT'S MYSTIC SEAPORT.

THIS AUTHENTIC REPLICA OF A TYPICAL NEW ENGLAND SEAFARING COMMUNITY DURING THE
AGE OF SAIL IS VISITED BY THOUSANDS ANNUALLY.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3

HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

Hal Phillip
directing two na-
"Let's All Register"

"Let's All Vote" for the Rexall
Drug Co. and the Pioneer Sav-
ings & Loan Assn., of the same city.

The Parolator Automatic Re-
search Bureau has embarked on a
crusade to teach women how to drive.
The company scripted a series of 13
local live tv shows on the subject
"Car Clinic for Women." The 15
minute segments will also help teach
women how to rebuff the taunts of
male drivers.

Frederick A. Kugel, 45, publisher
and president of Television Magazine,
died 7 September of a heart attack.

Kugel, who began Television in April
1944, was also founder and chairman
of U. S. Broadcasters' Committee on
World Affairs. He leaves his wife and
two daughters.

OLD TIME SQUEEZE

(Continued from page 58)

palaver, and we don't want to get a
re-hash of information we already
have—such as ratings and circulation
figures. We want information in
depth, not superficially.

"We ask media representatives to
make their presentations brief and to
the point, to eliminate the big build-
up and the florid language, to get to
the meat and potatoes of it fast, to
present something more penetrating
than the obvious."

The problem of matching presenta-
tions with people has become more
acute as more agency staffers become
all-media rather than broadcast or
print specialists. Until fairly recent-
ly, a broadcast buyer or broadcast
media executive concentrated in tv
and radio. But now many of them
are called on to know all media, and
therefore are required as part of their
daily job to listen and learn from rep-
resentatives of all these media and
their splinter segments.

Y&R's Warren Bahr credits media
presentations with "helping me learn
the business in a way nothing else

can do! If you listen carefully, you
can learn a tremendous amount about
advertising this way. But not if the
material is bad, confused or dis-
organized in the presentation."

One agency media manager says
presentations are becoming more pro-
fessional as media representatives
gain a greater awareness of what the
agency and client are looking for.
The way of new and helpful material.
"The only area where I think a pre-
sentation really bogs down is in the
group situation during the question
and-answer period. Things tend to
often to get out of control, with little
focus on the points of the pitch. The
salesman should keep a firm hand on
the discussion, lead and direct it and
tactfully stop digressions from the
floor."

Air time which is sold and working
time of agency and media people
"have a common and very high
value," commented an agency vice
president. "We hold both in high regard
and with profound respect—and we don't
want either kind of time dissipated
or wasted!"

BRODIE

(Continued from page 39)

concluded with Soupy's reminder
"And remember . . . don't say muffle
... say Brodie's . . . they whisper."

Brodie and Yaffe, although please
with the radio tv results, decided to
take a stab at still another type pro-
gram, and in April, 1960, the muffler
installer purchased exclusive sponso-
ship of Detroit's first hour-long tv
spectacular. The show featured
Four Freshmen, June Vali, Nick
Adams, and Soupy Sales as emcee.

Viewers and listeners reached by
the Brodie commercials were offered
a trip around the Western Hemisphere
as the highlight of a promotion
for the "Round House," a com-
pletely automatic muffler installation
center. The contest (entrants had to
fill out an application blank), which
was held in Detroit, Grand Rapids,
Flint, Lansing, and Cleveland drew
over 50,000 entries in the homebas-
city alone.

This being a slow season for muff-
lers, the present campaign includes
10-second radio saturation program
on WWJ, WXYZ, WCAR. CKLW
Detroit, using 250 spots per week
plus forty 10's and minutes per week
on tv primarily to keep the name in
front of the people.

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED POCKET TAPE RECORDER

NO ELECTRICITY REQUIRED



OPERATES ON ONLY 1 BATTERY

Used by NBC - CBS
and numerous radio and TV
stations, for recording
in the field.

Records anything it hears and
plays it right back in
unbelievable broadcast quality.

Special built-in "VU Meter".
Weights only 3 lbs.

**THE PEER OF POCKET
TAPE RECORDERS...
MIDGETAPE IS
AMERICAN MADE.**

"Science Fiction" accessories
available for confidential
recordings.

For literature, or free demonstration
in your office, write Dept. B.

ALL TRANSISTORIZED

Mohawk...
business machines corp.
100 West 33rd Street, Brooklyn 33, New York
Manufacturers

Win a week for two at wonderful WISCONSIN DELLS!

(Three couples will!)

Here's your chance to spend an entire week at Wisconsin's fascinating woodland...the Dells. Three lucky couples in WISC-TV's "You Write the Sub-Titles" contest will win. A week at the Dells (any week in July or August) with all expenses paid including hotel rooms, meals, the use of a private car and round trip transportation from their city to the Dells via Northwest Orient Airlines.

Just write a caption for each of the four time-buyer expressions shown, relating to WISC-TV, Channel 3 coverage and service in Southern Wisconsin and Northern Illinois. For helpful information, check on previous Sponsor back cover ads.



CONTEST RULES:

EXAMPLES

OFFICIAL ENTRY BLANK

CONTEST MANAGER—WISC-TV, 4801 W. BELTLINE, MADISON, WISC.
Here are my sub-titles:

- 1
- 2
- 3
- 4

WISC-TV

CHANNEL 3
MADISON WISC.



This ad ran
exclusively
in SPONSOR

HAPPY STORY OF A PAGE AD

THESE WERE SOME OF THE ENTRANTS:

ANSING MOORE
V.P.
Anderson & Cairns
New York

JACK STACK
ACCT. EXEC.
Dancer-Fitzgerald-Sample
New York

J. C. GRYSON
MANAGER
WJBL
Holland, Mich.

ROBERT P. GEARY
ASST. R-TV DIRECTOR
Mathisson & Assoc.
Milwaukee

EDWARD TASHJIAN
BUYER
Mogul, Williams & Saylor
New York

IUS JOSEPH, JR.
V.P. MEDIA DIR.
Kineman, Kleinfeld,
Shaw, Joseph
New York

HILTON HODGES
SALES CO-ORD.
WIBW—WIBW-TV
Topeka

ARTIUR HARRIS
SALES REP.
General Electric
Delmar, N. Y.

JOHN E. MAGUIRE
V.P.
Harry M. Miller
Columbus

WALT GIBBS
D.J.
KSWI Radio
Council Bluffs

ALEX E. BEDARD
SALES MGR.
Radio Time Sales
Toronto

TOM DAISLEY
OWNER
Tom Daisley Adv.
Columbia, S. C.

JOHN J. McCORMACK
PRESIDENT
John J. McCormack Adv.
Huntington

MRS. J. H. LEAVITT
SECRETARY
WLBZ-TV
Bangor

J. T. STARKEY
MEDIA
Ingalls Associates
Boston

MERRITT OWENS
PRES.
Merritt Owens Adv.
Kansas City

RONALD STACK
BROADCAST SUPER.
J. Walter Thompson
Chicago

ETHEL HARDY
STENOGRAPHER
WNEM-TV
Flint

B. ROBERT JOLLY
TIME BUYER
Wade Adv.
Chicago

FRANK J. SEGO
PRESIDENT
Advertising, Inc.
Homewood, Alabama

MARGE FLOTIRON
TIME BUYER
Leo Burnett Co.
Chicago

ROBERT T. MEYERS
V.P.
Cohen & Aleshire
New York

DOWALD LANDY
COPY WRITER
Fred Yaffe & Co.
Detroit

C. J. O'DONNELL
TIME BUYER
Maxon
New York

BEVERLY PREVEY
COPYWRITER
BBDO
Minneapolis

GEORGE LARRABEE
SALES REP.
Station WTVL
Waterville

HERB GOTTSCHALK
ADV. MGR.
Lucky Heart Cosmetics
Memphis

BERGEN F. NEWELL
ACCT. EXEC.
R. E. McCarthy & Assoc.
Tampa

GORDON M. TOWNE
SALES EX.
WBSR
Pensacola

FLOYD SOUTHWELL
SHELL ADVERTISING
Monroe, La.

MARTIN HERBST
MEDIA DIR.
Donahue & Coe
New York

VIRGINIA B. THOMAS
DIR. PUB. REL.
Three Springs Fisheries
Lilypons, Md.

PETER A. KRUG
ACCT. EXEC.
BBDO
New York

JIM MENDOZA
ASST. TIME BUYER
McCann-Marschalk
New York

GEORGE PETER
BUYER
Cunningham & Walsh
New York

DAN BORG
MEDIA BUYER
Cunningham & Walsh
New York

HAPPY STATION . . .

Mr. Norman
100 East 42nd Street
New York 17, New York

Dear Norm:

I am glad to hear that the
the station is doing well. I am
glad to hear that the station is
doing well.

We had a very successful
year. We had a very successful
year. We had a very successful
year.

I am glad to hear that the
the station is doing well. I am
glad to hear that the station is
doing well.

Very truly,
Yours,
Ralph

WISC-TV
100 East 42nd Street
New York 17, New York

WISC-TV
100 East 42nd Street
New York 17, New York

WISC-TV
100 East 42nd Street
New York 17, New York

Respectfully,
Yours,
Ralph

WISC-TV
100 East 42nd Street
New York 17, New York

To get an up-to-date impression of who reads and responds to a single couponed-ad in a virile broadcast trade publication examine the names and job titles on these pages. You'll find them a blue ribbon list of important buyers of time.

An attractive ad in SPONSOR draws a happy response because SPONSOR is the shortest distance between buyer and seller. It has been for 14 years.

PAUL W. LIMERICK
V.P.
Western Adv.
Chicago

GIFFORD D. THAYER
CREATIVE DIR.
Tally Embry
Miami

ALLAN V. JAY
MANAGER
Allan V. Jay, Inc.
New York

D. TRUDE JR.
MANAGER
D. Trude Jr.
New York

BOB KUTCHE
TIME BUYER
Geyer, Morey, Madden &
Ballard
New York

ROBERT STERES
TIME BUYER
D'Arcy
St. Louis

ANN JACKNOWITZ
MEDIA BUYER
Young & Rubicam
New York

FRANCES LINDH
DIR. RADIO-TV
Garfield, Hoffman &
Conner
San Francisco

J. P. HEVERLY
VP
Martin & Tuttle
Seattle

RUNE GORANSON
OWNER
Rune Goranson Co.
Seattle

FLORENCE STOKES
SECRETARY
Mission of Calif.
Los Angeles

ED STERN
MEDIA DIR.
Foote, Cone & Belding
Chicago

BEN GREEN
VP
Arthur Meyerhoff
Chicago

WILLIAM C. GIBSON
CLERK
Clay Stephenson
Houston

MARTIN GENNUSA
ASST. TIME BUYER
Lennen & Newell
New York

JACK WALSH
CHIEF TIME BUYER
D. P. Brother
Detroit

LOUIS KRUH
MARKETING
SUPERVISOR
BBDO
New York

WM. P. DOLLARD
MEDIA SUPERVISOR
Young & Rubicam
New York

NICK IMBORNONE
TIME BUYER
McCann-Erickson
New York

BARBARA FREEMAN
TIME BUYER
Carson Roberts
Los Angeles

JIM WATTERSON
MEDIA BUYER
Lambert & Feasley
New York

MARY ELLEN CLAY
TIME BUYER
Morse International
New York

BOB TURNER
TIME BUYER
Cohen, Dowd & Ales
New York

N. P. SANTRIZO
ACCT. EXEC.
BBDO
New York

R. S. MULFORD
DIR. RADIO/TV
D'Arcy
Los Angeles

BILL LAHRMAN
ACCT. EXEC.
Gardner Adv.
St. Louis

JEFFREY A. ABE
DIR. RADIO/TV
Henry J. Kaulman
Washington

J. C. CUMMING
VP
Anderson & Cairns
New York

HAPPY WINNERS . . .



Gerry Van Horson, Ted Bates & Company stops off to enjoy a few pleasant hours visit with station WISC-TV on his journey to his prize winning vacation at THE DELLS.

John A. Cory, Midwest VP Peters, Griffin, Woodward, Inc., congratulates Ronald Stack, J. Walter Thompson Company, Chicago, as the winner of a week for two at THE DELLS.

Grace Porterfield, Benton & Bowles, NYC receives airline tickets to THE DELLS from George Castleman, Vice President, Peters, Griffin, Woodward, Inc., New York City

FRICIA McINTYRE
MEDIA DIR.
Cunningham, Castleman &
Pierce
New York

ANNETT STRANGE
R. OF RADIO/TV
Mississippi Southern
College
Hattiesburg

CK BUCK HOLTZ
RADIO-TV DIR.
Talley Embry
Miami

HARD L. HALPIN
ACCT. EXEC.
Leo Burnett
Chicago

SAM BLAKE
BLIC RELATIONS
Grey Advertising
New York

ILIP A. STUMBO
ROADCAST BUYER
McCann-Erickson
New York

RUCE R. BLAKE
IO ADV. MANAGER
F. Goodrich Co.
Akron

RTRUDE NYMAN
MEDIA BUYER
Pacific National Adv.
Seattle

C. N. BARRETT
TIME BUYER
Gardner
St. Louis

IRWIN FLEISCHER
BUYER
Ted Bates
New York

JOHN J. DUNN, JR.
ACCT. EXEC.
Dancer, Fitzgerald &
Sample
New York

LOIS LINDENBERG
TV COORDINATOR
Knox Reeves
Minneapolis

PHIL ARCHER
MEDIA SUPERV.
Knox Reeves
Minneapolis

PAUL J. EWING
MEDIA BUYER
Knox Reeves
Minneapolis

A. J. DEUTSCHMAN
ASST. V.P.
Ted Bates
New York

DAVE WEISER
GEN. MGR.
Radio Station KEYY
Provo

BRUCE W. WERT
ASST. ADV. MGR.
Goodyear Tire & Rubber
Akron

AILEEN BARRY
MEDIA SUPERV.
Grey Advertising
New York

DAVID M. GUINEE
ACCT. EXEC.
Chambers, Wiswell,
Sbattuck, Clifford &
McMillan
Boston

LAWRENCE J. ZEMAN
ASST. TIME BUYER
Needham, Louis, & Brorby
Chicago

BETTY McCOWAN
MEDIA MGR.
Henderson Adv. Agency
Greenville, S. C.

JOHN B. BISSELL
MEDIA BUYER
Ted Bates
New York

BILL MURPHY
MEDIA DIR.
W. B. Doner
Baltimore

DONALD S. CARLSON
TIME BUYER
Leo Burnett
Chicago

R. J. TUREK
ADVT. MGR.
Northern Paper Mills
Green Bay

R. A. GILBERTZ
DIR. OF MEDIA
W. E. Long Adv.
Chicago

RAE ELBROCH
RADIO-TV BUYER
Schwab, Beatty & Porter
New York

D. H. EDGEON
P. R. DIR.
Chambers & Wiswell
Boston

ELDON C. MARWEDE
TIME BUYER
Campbell-Ewald
Detroit

ROBERT L. TURNER
TIME BUYER
Cohen, Dowd & Aleshire
New York

RICHARD HOFFMAN
BUYER
D. P. Brother
Detroit

D. R. FLETT
SALES MGR.
KSLA-TV
Shreveport

JOHN MARSICH
ASST. MEDIA DIR.
Kudner Agency
New York

HARVEY MANN
MEDIA DIR.
H. W. Kastor & Sons
Chicago

ART TOPOL
MEDIA BUYER
Ogilvy, Benson & Mather
New York

JEREMY D. SPRAGUE
MEDIA SUPERVISOR
Cunningham & Walsh
New York

ISABELLE STANNARD
TIME BUYER
Daniel & Charles
New York

CATHY FARRELL
TIME BUYER
Geyer, Morey, Madden &
Ballard
New York

DONALD A. DeCOOK
TV PROD. MGR.
Luckoff & Wayburn
Detroit

CHARLES BENESCH
MGR., MEDIA DIR.
Young & Rubicam
New York

HAPPY MEDIUM . . .

 **SPONSOR**

The magazine radio/tv advertisers use

40 E. 49th Street
New York

**SHORTEST DISTANCE
BETWEEN
BUYER AND SELLER**

FM Quality Music Stations

The New Dimension In Radio In Major Markets

These are your Quality Music FM Stations

- ... Delivering the largest single Quality market in America
- ... The Fine Music audience, most influential, most efficient and most responsive.

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today ... reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening averages 3 hours per day, 4 days per week.

Responsive: Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

KFMK

HOUSTON

Oldest FM station in Houston serving over 135,000 FM families in the nation's 6th market. Houston now is one of the top 10 FM markets within the country. KFMK is a consistently top-rated FM station in all surveys.

KXTR

KANSAS CITY

The only 100% Classical Fine Arts station serving over 125,000 FM homes in the greater Kansas City area. Finest of the fine anyway you listen to it. Over 1/3 of all Kansas City homes with above-average incomes, listen regularly to KXTR.

KLSN

SEATTLE

First FM station in this market to provide 114,000 FM families with Quality Music 18 hours a day. Quality control in programs and commercial copy provide the advertiser with high attention value and audience response.

National Representative — WALKER-RAWALT COMPANY, INC.

New York
17 Madison Ave.
New York 17
Murray Hill 3-5830

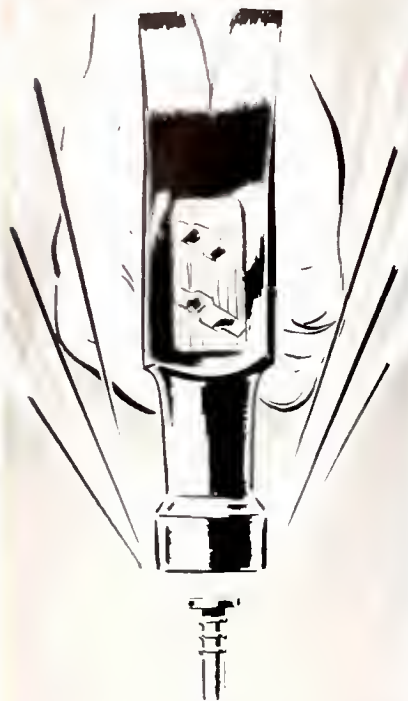
Chicago
360 N. Michigan Ave.
Chicago, Ill.
Anderson 3-5771

Boston
100 Boylston St.
Boston, Mass.
Hubbard 2-4370

Los Angeles
672 S. Lafayette Park Pl.
Los Angeles, Calif.
Dunkirk 2-3200

San Francisco
260 Kearney St.
San Francisco, Calif.
Exbrook 7-4827

nail down more sales



with
SAN ANTONIO'S

Channel
K12
ON tv

ABC Television in San Antonio...
the Greatest Unduplicated Live
Coverage in South Texas!

Represented by
THE KATZ AGENCY

Tv and radio NEWSMAKERS



Larry Lowenstein joins National Telefilm Associates (NTA), New York, as director of public relations. Recently executive director of the N. Y. office of Rogers & Cowan, he will be responsible in his present post for the public relations and publicity activities of the company's various divisions. He was formerly director of the CBS Tv press information department and head of publicity-promotion at Benton & Bowles. He is a member of the Bd. of Governors of the Academy of Tv Arts and Sciences in N. Y.

Tom Gonterman has been appointed general manager of KBKC Radio, Kansas City. A native of St. Louis, Gonterman previously served as account executive, handling consumer accounts with Batz-Hodgson-Neuwoehner, Inc., for the past three years, and earlier as account executive with the De Felice Advertising Agency in Tulsa, for four years. Gonterman is a graduate of Washington University in St. Louis. The former general manager of KBKC Bill Allred, has been transferred to KAKC Radio in Tulsa.



Graham Hay is the new head timebuyer of Compton Advertising, Inc. He has been with Compton eight years, having joined the company as an assistant buyer in 1952. The following year he became timebuyer, the position he kept until his present promotion. Hay is a graduate of the University of Missouri, where he majored in advertising and received a degree of Bachelor of Journalism in 1949. He lives with his family in Flemington, New Jersey, where he is the choir director and organist of his church.

Donald M. Hine becomes director of programming and public affairs for Transcontinent Television Corp., headquartered in the company's New York offices. For 12 years Hine was program manager of CBS o&o KNXT, L.A., and CBS Television Pacific Network, resigning the post earlier this year to become director of special projects for World Tennis, Inc. Prior to working in tv, Hine was with A&F Lyons Theatrical Agency in Beverly Hills. He is a former officer in the U. S. Navy Amphibious Force.





where the **DIAL STOPS**
...THE BUY BEGINS!



in Providence
***that's* WPRO-TV**

PROOF BY EXCLUSIVE MARKET SURVEY FOR YOUR PRODUCT! With our TMP (Test Market Plan), you get 500 in-home interviews before you advertise, and 500 after your schedule is completed. WPRO-TV absorbs all survey costs and no minimum schedule is required.

PROOF BY AUDIENCE SURVEYS! Take your choice of any survey. WPRO-TV delivers *most* audience in this rich area, with two billion dollars to spend. WPRO-TV's 50 mile radius of response includes all of Rhode Island, Southeastern Massachusetts including Fall River, New Bedford and Cape Cod, plus eastern Conn.

PROOF BY CASE HISTORIES! Here's one, but it's typical. Salty Brine (5:30-6:30 P.M., M-F) suggested once that his audience phone Elmo Topp (friend of Emily Tipp). Result? 36,000 calls in one hour, plus a request by the phone company to desist. That's response!

WANT MORE FOR YOUR TV DOLLAR? Call Gene Wilkin at PLantations 1-9776, or your Blair man. Either way, when you buy WPRO-TV, consumers buy your brands.

CAPITAL CITIES BROADCASTING CORP.

Represented nationally by Blair-TV



The seller's viewpoint

The mutual objective faired by both buyers and sellers of syndicated television is a frequently forgotten matter, maintained Alvin E. Unger, vice president in charge of syndication, Independent Television Corp., New York. "Because some syndication salesmen have taken advantage of the buyer's desire for pertinent information, many buyers have gone to the other extreme. They feel they have no time for all the facts. All they want, they say, is just to see a print." Solution? A healthy compromise by both sides, consisting of less puff from salesmen, more open-mindedness to significant data from buyers.



Let's have less eyewash, more facts

It's about time that the buyers and sellers of syndicated television series started remembering that what's good for one is good for the other.

There's a lot at stake when you buy a television series. It frequently represents the major investment of an advertiser for that year and, like any other major investment, should be treated as any private citizen or business executive would treat the outlay of substantial capital. Advertisers want to make sure the investment will bring the right results. Being astute, they investigate everything about the property—actually insist on having all the facts. For example, when a private citizen goes to buy a house, he considers many factors other than those inherent in the structure of the property: Is the house close to the church of his choice? If he needs a school, are there schools nearby? Is proper transportation available, etc? How much the more so in business, with a much larger investment involved. For example, a builder buying a fleet of trucks wants to know, in addition to the displacement ratio of the cylinders, the gauge of the steel, etc., what the resale value of the trucks are and, to be doubly sure of the efficiency of the trucks, he wants to know which other builders have used that particular brand of truck and with

but success . . . And so it is with all professional

They want all the facts and they're not


ask plenty of questions, including the

it will it do for my business?"

Because some syndication salesmen have taken advantage of the buyer's desire for pertinent information, and have insisted on including unnecessary eyewash and window dressing, many buyers have gone to the other extreme. They feel they have no time for all the facts. All they want, they say, is just to see a print. But is that really enough?

Remember, the salesman's selling a series that usually costs over a million dollars to make. Many hundreds of people worked on the concept and the production. The salesman is their representative. He knows the kind of audience the series was created to attract and entertain, and the selling job it was created to do. He understands the cumulative effect the series will have on the specific audience it was aimed at. This is the kind of information a buyer *must* have before he makes his intelligent buying decision. And that's why simply viewing a print can't fulfill the complete selling—and buying—job.

It would therefore seem as though the mutual objective of both the professional seller and the professional buyer is a presentation which will 1) allow the seller to present, in a straightforward and factual manner, those pertinent facts which cannot be determined only from a screening of the programs, and 2) permit the buyer to ascertain those details applicable to his particular business which will enable him to evaluate the effectiveness of the program in selling his product.



I'm sold on 7! *



**** Los Angeles***

ABC-TV sells her on buying... and 7 million Southern Californians like her are watching ABC's Flagship in the West. It takes great sales to keep one step ahead of America's busiest market. KABC-TV what it takes... You can be sold on 7, too.

SPONSOR SPEAKS

Don't pass the buck to tv

Charles H. (Chuck) Tower, NAB's v.p. for television, made an important point last week in a speech before the convention of the American Bar Association.

Appearing on a panel on "Crime Portrayal in Public Media" Tower said, "To my knowledge there are no studies showing a causal relationship between television and juvenile delinquency.

"It would be spiritually helpful to us as parents to be able to pass the buck to tv. Unfortunately the facts just won't permit it."

Tower went on to say that graphic portrayal of violence for its own sake has no place on tv and that industry self-regulation is gradually working towards its elimination.

But his point about buck-passing was exceedingly well taken.

We have watched a growing tendency in many quarters to blame tv for all the ills of American society—juvenile delinquency, loss of national purpose, low cultural standards, abnormal materialism, conformity, and cult of the organization man—tv gets blasted for them all.

Such charges, of course, are rubbish.

And when they come (as they do) from politicians, scientists, clergymen, parents, and college professors, one cannot escape the conclusion that the critics are trying to blame tv for their own failures.

As a responsible trade paper we believe that our industry, like any other institution, stands constantly in need of improvement. And we fight constantly for those improvements in every area of our business.

But we also believe that tv, radio, and advertising have both a right and an obligation to talk back and fight back, when unfairly accused.

That is why we are delighted to know that Chuck Tower, in his new NAB post, is not hesitating to speak out.



THIS WE FIGHT FOR: Recognition by all members of the broadcasting and advertising industries of the important and honorable part they play in the structure of our American life.

10-SECOND SPOTS

Inflation: Today, a half hour of nationwide television costs more than the entire election campaign for the winning candidate 100 years ago, according to Tom Cole, finance chairman of the N. Y. Democratic campaign. *And they got Lincoln, too.*

Vocabulary: Earl Wilson tells of a friend whose eight-year-old son spends so much time watching television that he knows only one word, "Shhhh!"

Concentration: An 82-year-old viewer in Litchfield, Maine, was enjoying a quiet Wednesday night in front of his tv set recently when he was distracted by the local fire department. What, he asked, were they doing in his living room? *It seems that during the evening the house had been burning down.*

Oh yeah!: Headline from the CB press department—JACK BENNY T FIDDLE WITH CLEVELAND OF CHESTRA. *Just play the violin and cut out the hanky-panky.*

So?: From NBC re the first episode of *Thriller*—"Alan Patterson (Leslie Nielsen), a successful account executive, unwittingly commits two blunders which set in motion forces that threaten to destroy his family and his career." *Alternate title: "Any Day is the Life of an Adman."*

High Rating: Admen are crowding into an East Side N. Y. steak house these lunch hours which calls itself "An Adult Western Restaurant." *Pray, you've got till sundown to get out of that booth.*

Quick, Henry: The most ghoulish case of superimposition in tv's history is reported by Lloyd McCormick, WLOS-TV, Greenville, N. C., who admits that he is still somewhat shaken by the experience. It seems that during a furniture commercial, a slide showing some values available at a local store was being projected. As the announcer spied away, a cockroach who had stowed away in the slide projector leisurely made its way "live" across the furniture set. WLOS-TV has standing by, in case this ever happens again, a commercial for an insect killer. *And the exterminator's phone number, huh?*

*Sales Action
at Sunset!*

"TRACKDOWN"

On WWJ-TV, Detroit

6:00 P. M.

Monday through Friday

For your fall and winter campaign, WWJ-TV proudly features the finest adult western available for spot advertising.

"Trackdown" is first run off network—and scheduled across the board for maximum exposure to WWJ-TV's big family-hour audience.

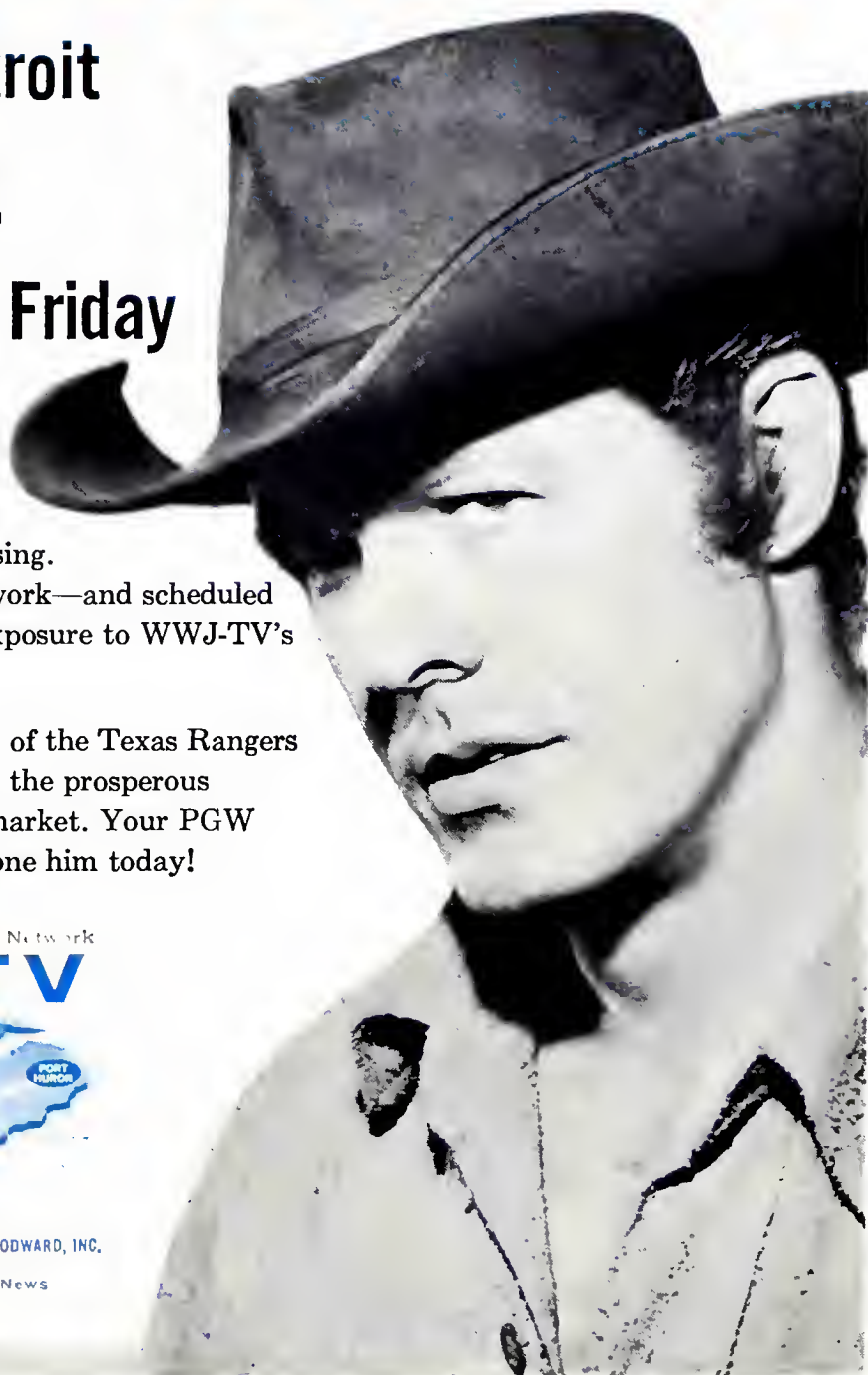
Saddle up with these terrific tales of the Texas Rangers to corral important sales gains in the prosperous Detroit-Southeastern Michigan market. Your PGW Colonel has complete details. Phone him today!

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News



It
adds
up!

**MADISON
WISCONSIN**

**ROCKFORD
ILLINOIS**



... **1 + 1 = 2**

MADISON and ROCKFORD, TOO

For the wise buyer it's a case of simple arithmetic because channel 3 offers coverage of the basic Madison-Southern Wisconsin Market... plus the Rockford-Northern Illinois Market. The reason... Channel 3 is primary CBS for both markets.

WISC-TV

CHANNEL
MADISON, WISC.



Represented Nationally by
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